

EXPERIENCE JAPAN IN NEW YORK CITY

# CHOPSTICKS NY

4

Apr. 2012

vol. 060

FREE

## The Japanese Way of Staying Healthy and Beautiful

SPECIAL INTERVIEW

**Junichi Suzuki**

(Film Director)



[www.chopsticksny.com](http://www.chopsticksny.com)

# NEW INK GENERATION

Japan's ability to come up with innovative designs and technology have been respected by various countries and industries, and one in which Japan is leading in the world is stationery. In fact, Japanese stationery makers make up 32% of the market share here in the U.S. "When it comes to stationery, it means a lot when it's made in Japan because it stands for quality and dependability," explains International Sales and Marketing Director of Zebra Pen Corporation, Mr. Jim Laudenschach. For Zebra, the second largest Japanese stationery maker, 2012 will be their 30th anniversary celebration since they opened for business in this country. To celebrate with a bang, they have globally launched their latest creation, the Z-Mulsion series that incorporates all the latest technologies in pen design.

"The series is named after the 4th generation ink which is an emulsion of oil and water based inks. The formula we use is a first of its kind. The special 75 oil to water ratio allows a barrier to form between the ink and paper so that the pen glides with ease, that's what's key to this pen," Laudenschach explains. "Our research showed that when it comes to pens, smoothness of writing is still the primary factor consumers look for," he adds. But smoothness isn't this pen's only charm. "There was a lot of time invested in the creation of this ink where we looked at stability, practicality and how it reacts to the refill itself. Viscosity of the ink is very tricky." Their hard work paid off at the end, resulting in ink that had the right viscosity to prevent leakage as well as skipping. The ink formula is also made to dry quickly so that it's smearless and more vibrant, and comes in 8 colors.

Although Zebra has facilities worldwide today all development and research takes place in the Zebra headquarters in Tokyo. According to Laudenschach, different cultures have different languages and writing, therefore requiring different demands for their pens. "For instance, Asian countries have demands for finer points due to their intricate characters, while thicker points are more popular in the U.S." However, when it comes to design for comfort, the demand is pretty much universal. The Z-Mulsion design has long-term use in mind, with soft rubber grip, contoured body, and lighter weight that's gentle to the hand. The series comes in two types, the regular Z-Mulsion is designed for casual use, while the Z-Mulsion EX is for business, designed with a plastic body and metal ends and clip.

## Z-Mulsion EX



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*At Tetsuyaoshi, Illustrator*



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The theme on the cover of this month's issue is "Youth Identity." To feature this, we'll have a guest photo credit on the cover of this issue from page 4.

Published by Chopsticks NY LLC  
421 Lexington St., 3rd Fl., New York, NY 10017-1022  
TEL: 212-421-0910 / FAX: 212-421-0910

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# "THE HISTORY OF NIKKEIJIN IS NOTHING BUT THE HISTORY OF AMERICA."

—JUNICHI SUZUKI



## JUNICHI SUZUKI

Born in Kanagawa in 1952. After graduating from Tokyo University, he joined a film studio, Mikurui Corporation, as assistant director. In the early stage of his career, he made a couple of films in the Roman Porno genre, an adult-oriented film genre that Nikkatsu established in the 1970s. From the late 80s he has directed and produced films in various genres, including *Atsugi ni Aite* (1988) and *Sansu no Ue no Robinson* (1993). In 2001, he moved to Los Angeles and continues working on directing, producing and distributing films. His latest project is to record the history of nikkeijin Japanese Americans in the time of World War II as documentaries. He has just completed *MIS* (2012), the last piece of the nikkeijin documentary trilogy after *Togo's Camera* (2006) and *442* (2010).

*Today, the issue of Japanese immigration might not be under discussion in the U.S., but it was a huge concern around World War II. Junichi Suzuki, independent filmmaker residing in Los Angeles, tries to dig into the untold stories and controversy about Japanese immigrants during that time through his documentary trilogy: Togo's Camera (2006), 442 (2010), and MIS (2012). At the release of MIS, Mr. Suzuki talked about his new documentary film and the importance of the history of nikkeijin for both Japanese and Americans.*

**You've been making live action films dealing with drama, romance, horror, etc. What made you turn your focus to making documentaries about Japanese American soldiers?**

Since I moved to Los Angeles, I met so many "nikkeijin", Japanese Americans, and then I realized how ignorant I have been about them. Though I know who they are, I don't know much about what they have experienced as immigrants, how they have lived and overcome hard times. I believe many Japanese living in Japan and even in the U.S. don't have enough knowledge about this. I actually became ashamed of my ignorance. It is the history all Japanese people must know, and it is what should be told from generation to generation. It was about 7 or 8 years ago that I came to think about making documentaries on the history of nikkeijin. At the time, nikkeijin who experienced World War II were in their 80s, so it was the right time to record their comments.

In fact, there are so many films about nikkeijin made by nikkeijin, and most of the topics are about the 442 regimental combat team and the internment camp. When I saw them, I wondered why they always looked at the past and would not think about the fu-

ture. However, as I talked with more and more nikkeijin, I came to understand that the wound in their minds, which was deeper than I imagined, could not be healed. But it was still an issue the way they depicted nikkeijin as veterans, which was the nikkeijin's mission. Since I am not a nikkeijin, I can be free from such responsibility and depict their history from an objective point of view.

**Do you make it for a Japanese audience, then?**

My target audience is both Japanese and American because the history of nikkeijin is nothing but the history of America.

**Is there anything that surprised you during the course of filmmaking?**

I was surprised that the historical facts, especially about the MIS (Military Intelligence Service), were unknown to people, even to nikkeijin. The story about the 442 regimental combat team is well told and famous, but not about MIS. So, it is important to tell that historical fact. Also, Japanese people can hardly connect the cause of Japan's recovery after World War II with nikkeijin. They don't know how much nikkeijin contributed to the fact that they could get over defeat and rebuild the foundation of the nation in such a short period of time. Japan is thriving as a nation today, but this is greatly owed to the effort of nikkeijin. That's the message that I wanted to deliver in this film.

**It is interesting that many Japanese consider nikkeijin as Americans.**

Yes, nikkeijin are Americans; indeed. They look completely the same as Japanese, but they speak fluent English as natives do, and their way of thinking is American as well. I think the nikkeijin today regard themselves as American. They live as a minority in a Caucasian dominated society.

I was struck by the scene interviewing an MIS veteran and his son-in-law, who is Caucasian American. Nikkeijin who went through World War II still have a sense that they are not Americans because they were actually discriminated at that time. No matter what their nationality is in America, they can't consider themselves as part of America. The conversation between the father and son-in-law symbolizes that. Tragic in a way.

**I also noticed that Japanese people's kind-**

**ness is inferred throughout the film.**

Right. That is the beauty that Japanese people and nikkeijin have. From the preview screening, we got a lot of similar comments like, "I was reassured of the essence of Japanese people by watching the attitudes of nikkeijin in the film."

**In some scenes where Japanese MIS officers interrogate Japanese soldiers, they find something in common and finally come to understand each other when they talk about food. Were there many episodes where food helped them connect emotionally?**

I think there were many. By the way, it's not about MIS, but I find that the Japanese food industry is still doing good in America even while many Japanese companies withdrew from the U.S. market due to the recession in Japan. I think Japanese cuisine can be the vanguard to spread Japanese culture and economy internationally. That is because it has elements of global appeal and can be shared in all ethnic groups and nationalities. Take sushi as an example; it's quickly made. American people love things made fast. Sushi is also healthy. Health is something people explore universally. To appeal to

global consumers, it is necessary to have elements that are commonly appreciated by every individual.

**From your point of view, what do you think about Japanese cinema today? Is there potential to capture a global audience?**

I don't think they have common elements that can be universal. In the time of Akira Kurosawa, "poverty" was the common concept. "I want to get over the poverty and become rich" is a universal concept. Also, Kurosawa's films are characterized as action. Action is also popular in every culture. Now that Japan has grown rich, it is very hard to find any angle element in Japanese films today that would be appreciated in the universal market.

**What can the NY audience expect from MIS?**

Just watching the documentary will give them a lot of historical and educational information that they have never heard or seen. I think they will discover something from the film in many aspects. In a way, it's a high cost-performance and time-performance film.

—Interview by Rieko Nakamura

## Junichi Suzuki nikkeijin documentary trilogy:

### *Japan's Gamers (2008)*

First generation immigrant and photographer Toyo Miyatake, one of the many Japanese Americans interned against his will, struggles his way west into California's Manzanar internment camp during his detainment; he builds a makeshift camera and captures life behind barbed wire, as well as the resilient spirit of his companions during the devastating conditions of WWII when Japanese Americans belonged to neither Japan nor America.

[www.topyosuzuki.com](http://www.topyosuzuki.com)

### *442 (2010)*

The second installment involves interviews of senior veterans who, during WWII, became soldiers at the 442 regimental combat team, comprised of second generation Japanese Americans out of internment camps and officers (discovered from the U.S. Army subsequent to Pearl Harbor). These brave men fought for a country that had treated them as enemies to prove their loyalty as patriotic Americans, overcoming discrimination and becoming the most decorated regiment in the U.S. military.

[www.442film.com](http://www.442film.com)

### *MIS (2012)*

The Military Intelligence Service (MIS) was secretly formed by the U.S. Army during WWII. Comprised of Japanese Americans who were facing social and political inequalities, the MIS proved their patriotism while fighting against their own ancestry. They went on to succeed in the surrender of Japanese troops and helping many civilians avoid suicide and played a crucial role in expediting Japan's recovery.

[www.misfilm.com](http://www.misfilm.com)

MIS will be screened at Quad Cinema from Apr. 9-11.

34 W. 13th St., New York, NY 10011

Tickets will be available at the theatre.

[www.quadcinema.com](http://www.quadcinema.com)

Public screening of MIS and 442 will take place at Japan

Society on Apr. 21 and 22.

333 E. 4th St., New York, NY 10017

[www.japan-society.org](http://www.japan-society.org)

Tickets will be available at Japan Society (212-213-2522)

1130) and Broadway Bookshop (212-213-6811/2102)

## Product

## Express Yourself With New Generation Ink

In the electronic age we live in today, the frequency of creating across handwritten letters or documents has gotten slim, taken over by more instant, digital means. However, we've always known that there is something special about a handwritten document and the rarity of it has made it even more something to cherish. To make the experience of writing just as special, writing advocates, Zebra Corporation has always strived to create better products. They globally launched their latest innovation, The Z-Multicolor series.



The Z-Multicolor series is a culmination of all of Zebra's innovations thus far, featuring a 4th generation ink. The special ink is a revolutionary combination of oil and water based ink, at a 7:3 ratio. "This special formula significantly reduces friction between the pen and paper so that the pen glides with ease,

that's what's key to this pen," says Mr. Jim Landerbach, Sales and Marketing Director of Zebra Pen Corporation. It's not a surprise for such innovative technology to come from Zebra.



In addition to super smoothness, the ink is brighter, making the 8 different colors more fun and bold. The grip design has long-term use in mind with a soft rubber grip, comfortable contours and lighter weight, so that it is easier on your hands than ever before. The pens are equipped with a clip for easy carrying as well so that you can write down your expressions whenever you are. So, forget the computer and let whatever you love within you roll out onto paper. Who knows, maybe all it takes is a good pen to unleash the masterpiece inside.

Info: Zebra Pen Corporation  
www.zebrapen.com

## Beauty

## ONE MAN DOES IT ALL: CUT, COLOR, AND MAKEUP

Naita's newest hair salon, DRESS HAIR SALON BY MIWA, just opened in February. This salon offers haircuts, color, perms, and makeup — all done by one man, Mr. Miwa. Mr. Miwa has worked with famous Japanese actors and styled hair and makeup for advertisements and magazines. He opened his first salon in Beijing and chose fashion-capital, New York as the location for his second salon.



Mr. Miwa believes that, although you get dressed each day — be it for work or for play — you can never hide your true "nude" self. He has the special ability to find each person's natural sense of "nude-ness" and reflect it in hairstyles according to the time, place, or occasion. He emphasizes that his salon is not just about cutting hair, perms, or coloring. It's about creating the right look for each individual. His overall attitude when creating new looks: "I don't set out to create hairstyles that are necessarily cool or cute. I love to create hair that is adventuresome and playful."

In the Nolita neighborhood, interesting shops and new fashions are always popping up, and it is the perfect place for Mr. Miwa's salon. The salon's interior has soft lighting and non-traditional salon chairs which all play into the "nude" concept of the salon. The work stations are sparsely arranged with styling tools or products, which were carefully selected by Miwa himself to produce a sense of serenity amongst the simplicity of the salon. From shampooing to cut and color to makeup, you can feel at ease.



DRESS HAIR BY MIWA  
164 Elizabeth St., 2nd. Entrance & Spring St.  
New York, NY 10012  
TEL: 646-374-6888  
www.dress-hairnyc.com

DRESS HAIR SALON BY MIWA is offering 15% off services for new clients through April 18th.

Haircuts from \$45. Makeup also from \$45.

## Product

## Pochi Series: "Kawaii" Pouches that are Classic and Modern

**K**awaii (cute, adorable) items from Japan are ubiquitous in fashion, cosmetics, and toy industries in the U.S. today. Not just manga and anime-inspired items, but also unique designs and ideas are incorporated into the products to make them more practical while keeping their kawaii charm. Pochi series, a newly introduced silicon pouch, represents both kawaii and practical features.



Pochi silicon pouches are modernized versions of the good old-fashioned gema-guchi, a type of pouch attached with a metal-made opening that snaps to open and close, which has traditionally been used among Japanese as a coin case, cosmetic case, pen case, wallet, and many more uses. While the classic type gema-guchi is made of cloth or leather with a metal opening, Pochi uses silicon for the bag and cover of the metal opening, giving it a completely new look. Pochi 1 looks like a puffer fish and is per-

fect as a coin case. Pochi 2 is slightly slender in style and good for holding cell phones, audio players and cigarettes, while Pochi 3 has a more slender body with a wide opening that can be used as a pen case and eyeglasses case.



From mean colors like magenta, lime, and turquoise to standard black and blue, the series comes in a variety of color choices. Silicon material is light, durable and heat resistant, making it great during leisure such as snowboarding and extreme sports. With thorough practicality and style, Pochi series will spice up your fashion with a kawaii touch.

Info: Pochi series items are introduced by Japanese imports retail and wholesaler, Jans Planning, U.S. and website: <http://jpn.us.jans.com>

## Book

## Friendship Through Fiction – An Anthology of Japan Teen Stories

**I**t has been one year after the 2011 Japan Tohoku earthquake and tsunami, with many still affected by the aftermath to this day. Here, meaning "friend" in Japanese is a collection of short stories and graphic art aimed at readers aged 12 and up, in hopes to bring teens and readers worldwide closer to Japan while helping support young people affected or displaced by the disaster.

Featuring a variety of stories divided into seven categories of friendship, folk tales and ghosts, talents, fantasy, cultural differences, families, and natural disasters, these 38 unique, heartwarming tales allow readers to feel Japan and its culture, as well as identify with the characters and their experiences during the sensitive teen years and the struggle to belong and to mature. From historical times to modern day, from traditional to current pop culture, from countryside to big city, from the country of Japan to Japanese communities around the world, these stories can also connect English language readers with the heart of Japan.

Whether readers have an avid interest in Japan, have had personal experi-

ences with Japan and its culture, or simply readers facing the same teen challenges of growing up, all will find something to relate to and enjoy. Editor, Holly Thompson, longtime teacher, writer and resident of Japan, collected short stories from international contributors with various levels of writing experience, but all whom share a special tie with Japan. These include graphic artist, Tak Toyoshima, translations of Koji Miyazawa, indigenous Aina tribe translation by Yukio Chan among others, as well as contributors from Tohoku.

Proceeds will go toward long-term relief efforts for teens in the Tohoku region of Japan and the nonprofit organization "Hope for Tomorrow," which provides educational expenses and support to high school students in hard-hit areas.

Info: [www.friendshipthroughfiction.com](http://www.friendshipthroughfiction.com)



**Hope**  
Edited and with a foreword  
by Holly Thompson  
Published by Stone Bridge  
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# ***The Japanese Way of Staying Healthy and Beautiful***

Feature 1:

**Secrets, Basics and Trends Behind Health and Beauty in Japan**

Feature 2:

**Three Innovative Perm Techniques Popular in Japan**

**Featured Salons, Spas and Product Providers**

MASHU SALON NEW YORK / Eiji Salon / Yekson House / Cosme Proud USA, Inc.

Curvy Lashes & Hair / KEN Shigematsu / momotaro / Nihon Day Spa

Reiko's Hair & Makeup / Tokuyama Salon / Yo-C Salon / JCRAFT.com

## **Listings**

Beauty

Health



# Secrets, Basics and Trends Behind Health and Beauty in Japan

With the average life span for a male at 79.64 years and for a female at 86.39 years [data provided by Ministry of Health, Labour and Welfare in 2010], Japan is one of the top countries in the world for longevity. Japanese people are also praised for looking younger than they really are. What is the secret behind this? To find the answer, let's look at their lifestyle and philosophy towards health and beauty.

## Good Eating is Anti-Aging

First and foremost, what Japanese people eat every day greatly contributes to their health and beauty. The basic concept behind this is "Ichibu Gogen." The direct translation is "Medicine and food share the same origin," and more commonly it means "Food is the key to health." When it comes to Japanese cuisine, you may naturally think of sushi, rice, miso soup and ramen. That's very true, but if we break down the ingredients they regularly eat at home, it would be rice, seaweed, fish, soybeans, fermented products and tea.

Seaweed is a great source of mineral and fiber. There are many kinds of seaweed products such as wakame, kombu, hijiki and nori, and Japanese eat it as salad, in simmered dishes, as toppings for miso soup, or sprinkled over steamed rice, and of course for roll sushi. Kombu is used for dashi soup as well. Japanese eat fish almost everyday but not in the form of sushi. They usually eat it grilled and simmered. Fish contains EPA and DHA that are believed to help with mental abnormalities, such as Alzheimer's Disease and Dementia. Taking EPA and DHA, regulates the body against heart loss, prevents skin from drying and flaking, and combats tissue and organs.

Soybeans have high quality plant-based protein as well as minerals and vitamins. Edamame, tofu, natto (soybean paste), abura age (deep fried tofu) and natto (fermented soybeans) are staple ingredients for the Japanese diet. Since soybeans are made into different products, Japanese people easily incorporate the ingredient into their meals. Miso and natto are fermented products. Most of the Japanese seasonings are fermented products such as soy sauce, tsuyu (vinegar), mirin, and sake. In fermentation, microbes decompose components like starch, sugar and protein to re-combine new ingredients. Through this process, the nutritional value of food is enhanced and becomes easily digested in the body. Fermentation also enhances umami flavor.

Like coffee in the U.S. and black tea in England, Japanese people habitually drink green tea, which contains an abundance of antioxidants, catechins, as well as

## Healthy Daily Foods Japanese People Eat

### Nori

It's a type of dried seaweed that's rehydrated and cooked a variety of ways most commonly simmered. Many kinds of seaweed products are available to be eaten fresh or cooked.



### Natto

These fermented soybeans are sticky and give off a strong smell that is not always pleasant. Many Japanese love it so much that it is eaten almost everyday. Nevertheless, the enzymes in natto is proven to be effective in thinning blood.



### Ono

Tofu and tofu related products are good and easy ways to get benefits of soybeans. Ono is a byproduct of tofu and is obtained after any piece is lifted during the process of making tofu. It has rich nutrients in tofu and actually relies on fiber. There are other tofu-related products: yuba (ononaka shiru) abura-age (deep fried tofu), shira-age (thick type of abura-age), koya-dofu (soybean fried tofu).



### Miso soup

One of the staple foods in Japan and a great source of nutrition.

Miso is made through fermenting soybeans which already grows low nutrients. It is toppings can be anything and if you choose tofu and wakame seaweed, which are actually the most popular toppings you can add more nutrients.



vitamins. This is also believed to help Japanese people's younger look. Today, Japanese not only drink steeped tea but also use the tea leaf itself by grinding and mixing it into foods, allowing them to intake more nutritious benefits of green tea. There is no better remedy than every day good eats.

## Exploring Comfort and Detail

Aesthetics and beauty trends change as time goes by, but there are things that remain for centuries. Japanese people, in general, are known for their meticulousness and attention to detail. Skincare is not an exception. Not to mention the products are diversified in their effects, usages, for different ages and skin types, and even how they feel on the skin. For example, one brand produces several lotions with the same effect on skin but with different textures: an skin refreshing, silky, velvety, etc., etc. It's common for skincare and cosmetics companies to produce different smells of products for shampoos, hair waxes, hand creams and facial cleansers in order to perfectly cater to the comfort of each customer.

Probably the most obvious beauty example of meticulousness can be seen in Japanese nail art. It's just like "dōzo", using acconenos, decorations and tiny parts like sparkles, rhinestones, crystals specially made plastic or metal decorative parts. Nail artists use such nail as a canvas and create minuscule artwork on it. As dōzo can be made by anyone, not limited to professional artists and cosmologists, many Japanese women enjoy doing nail art themselves. For those who enjoy it at home, lots of cartoon-made items such as stickers, liquid type lame, studs and decorative parts for nail art are available.

## Beauty Trends from Japan

### Eyelashes

Although the classic beauty facial type for Japanese was "hikae baginomi", meaning slit eyes and hooked nose just like those you see in kyo-e woodblock prints, today the Japanese aesthetic for beauty has shifted to something drastically different. Japanese women adore more wider eyes with close-cut facial features. Currently, their top concern is eyelashes. In addition to the salon service of eyelash perms and eyelash extensions, a variety of home products are sold for helping customers' eyes look bigger and less puffey and give more options of looks. Such products include false eyelashes, eyelash hot cutters and eyelash serums for growing more hair and making it fuller. In particular the variety of false eyelashes are tremendous and there are a number of products different in shapes, levels of curliness, amount of hair, length of hair, lashes as point accents, and even ones for different areas such as inner, outer, and outer eyelids. Thanks to this, customers can literally create an unrealized look with eyelashes.



Latest research has found better use of eye straight eyelashes growing themselves. Attached eyelashes are said to eyelashes not tend to eyelashes spread for those reasons. You can use it more effectively for eyelashes.

### Traditional, Natural Beauty Products

Before modern skincare products and cosmetics were developed, people used natural ingredients to improve their skin and hair. Rice bran for moisturizing and whitening, hyaluronic droppings for whitening, and camellia oil and a honeyed comb for shiny hair are well-known examples. These are products that incorporate traditional, natural remedies into modern skincare.



Since formulated with green tea, rice bran, camellia, etc., when deep (dermal) and many other natural ingredients are combined, each ingredient has different effects on skin.



After tea goes (oil) absorbed, absorbed in a short time, skin for women with oily skin. It comes sweet and oil from the Texas.



Applying camellia oil or tea in the classic way to get straight them. Black hair, which was supposed to be the epitome of beauty in older times.

By and large, Japanese people today put importance on eyes and believe the impression of eyes determines an overall image of a person. Eyebrow and eye line tattooing is popular, and if you go to drugstores and beauty shops in Japan, you'll find one whole aisle devoted to eye products. Products that are not found in the U.S. (and not necessarily in demand in this country) are solid glue, glue tape, and stickers to create the double-edged eyelid, as well as patterns of celebrity eyebrow shapes to easily get the celebrity look.

### Pelvis

An unbalanced body frame can contribute to health problems such as back pain, headaches, metabolism and weight control, with most of the time having an unbalanced body frame resulting from people's everyday lifestyle. If the problem gets serious or worse, you would probably go to a chiropractor or get a custom massage to fix them, but if you modify your lifestyle and try to prevent disturbing body balance, you can stay away from clinical treatments. These past few years, Japanese have turned to focus on pelvic position and balance as the key element to fix total body balance. To keep balanced pelvic position and shape in everyday life, methods and tools were created to correct unbalanced pelvis, exercise, supportive braces, cushions and undergarments. Books about pelvic correction are also a huge hit.

### Home Beauty & Health Care Items

Salon and clinical services are always better than self-treatments, however it is not realistic to do everyday for most people, time-wise and cost-wise. Self-treatments for health and beauty are getting more and more popular among Japanese, and a lot of treatment products invented for home use are being introduced to the market. Eyelash hot cutters, massage cushions, neck massage equipment, scalp massage machines, just to name a few. Some of them are portable and good for use even at the office.

# TOP QUALITY HAIR SERVICE FROM JAPAN TO THE WORLD



**K**en Kinoshiba, head hair stylist and founder of Tokyo's MASHU Salon, is bringing his special sense of style to New York this spring. With 28 years of experience, he has worked with renowned brands for magazine photo shoots and fashion events for Louis Vuitton, Yves Saint Laurent, Larvin, John Galiano, etc. during the Paris Collection and the Tokyo Collection. Currently MASHU operates in 10 locations in Japan, and the addition of a new store in New York adds to this impressive ensemble.

## **Q** WHAT ARE MASHU'S SPECIAL FEATURES?

**A** We provide dry cutting with entirely new techniques. The hair must be completely dry so as natural static to properly assess the clients' bone structure and hair growth patterns, so in conjunction with each stylist's technique, we can design a hairstyle suited to each client's personality. Also in this busy society of New York, where everyone always aims to be fashionable, we provide a space in which to relax and enjoy, as the first salon in NYC to offer 24 hour services.

In addition to our sophisticated Japanese high-quality hair design, hair color and service, we offer what we call "head therapy". This is taking care of not just clients' hair or the scalp itself, but their spiritual side as well. The difference in our "head therapy" is that we use a variety of essential oils, chosen from top quality products that are also purely organic, to give you an aromatherapy effect at the same time.

## **Q** WHAT IS YOUR PHILOSOPHY AND WHAT DO YOU FOCUS ON AS A HAIR STYLIST?

**A** I would say that I make sure to be particular about not being particular. This sounds confusing, so let me explain. I tend to favor the same guide for magazine shoots and such types of work, but for regular customers I have to come this down to make them happy. If I only have one way of styling hair that I think is beautiful, my view will become too narrow. For example, a lady and a man have their own kind of respective beauty, but if you exclusively seek only one you will miss the beauty of the other. In order to appreciate a wider world view, I have multiple personalities. But I mean this in a good way, so that my behavior will be different whether I am with my staff, clients or at a shoot.

## **Q** WHAT KINDS OF CORRECTIONS WOULD YOU LIKE TO BRING TO NEW YORKERS?

**A** I've been trying to capture what each client senses, thinks and feels in every single second, and then design their hairstyle. I think that styles in New York tend to be elegant and a bit simple compared to those in Japan.

I'm not looking to fundamentally change this, but I do think that by making even small changes to this base, I can make a difference. I would create a style by respecting and maintaining each client's personality. I hope to make New Yorkers even more beautiful, and would like to make them notice this.

## **Q** SPEAKING OF MAKING CHANGES IN NEW YORK, WHAT ARE THE PLANS FOR THE NEW SALON?

**A** The big picture is that of brand building, creating a concept that can be exported from New York as a base to the rest of the world. I firmly believe that the ideas of "Japan Cool" and "Japan Quality" will be recognized here. When you think about the way Vidal Sassoon, my mentor in London, revolutionized the hair trend of the city and England itself, there is much more potential in the world's fashion capital of New York. Ultimately I want to create a MASHU academy where our great techniques can be shared with students, thereby raising the level of international stylists, so that the world's people will become more beautiful.

## **Q** DO YOU HAVE A MESSAGE FOR CHOPPYLOCKS HIT HEADERS?

**A** I see our new salon's opening as an opportunity to change the world's beauty scene, via the Japanese quality that MASHU represents. I have come to New York for that reason, so I feel like this is the best place to be in order to accomplish that. I would love for you to come to our salon to try the MASHU technique.

Open 24/7

Regular hours from 9am to 7pm (appointment recommended)

Special hours from 7pm to 9am (appointment only)



### **MASHU SALON NEW YORK**

43 E. 58th St. (bet Park & Madison Ave.)  
New York, NY 10002  
212-479-8181 / [www.mashu-ny.com](http://www.mashu-ny.com)

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Price void only

## ENJOY THE GROWTH OF YOUR HAIRSTYLE WITH A DRY CUT

### Eiji Salon

Stylist Kenjiro Maruyama in Eiji Salon trained in Japan for 10 years before studying under the late stylist-guru John Selwig, known for his legendary "dry cut" technique. As the name indicates, this type of cut is done with a client's hair in its dry, natural state, without the typical shampoo and rinse. Maruyama currently practices this technique at Eiji Salon, where he has been for the last 19 years alongside top hairstylists/owners, Eiji Yamasaki.

According to Maruyama, the dry cut is not only trimming hair, but ensuring that when it grows out it can maintain its shape. He says, "There is a living thing like a plant, and it will grow out naturally in the months following. I cut so that clients won't feel like they have to rush back to the salon for a haircut, and can instead enjoy its natural growth." Maruyama compares Eiji Salon's philosophy of haircutting to building a house: "Each step about adding small layers to make a final product, and it is how these layers are constructed that determines the ultimate shape." He strives to create hairstyles that are not artificial, but freely moving with nature.

A dry cut at Eiji Salon will typically take over an hour, during which Maruyama communicates with the client to find the design which will perfectly fit his/her hair. "While cutting, I got to know their hair and assess client's mood. There is a unique energy born in the space between client and stylist, which makes cutting hair border on the spiritual."



▲ Eiji Salon has a sleek, spacious interior where its clients dry cut, so hair can be styled.

◆ Stylist Kenjiro Maruyama was a protégé of the late John Selwig, and he keeps the "dry cut" legacy alive at Eiji Salon. Maruyama aims to communicate with the client as essential.

### Eiji Salon

601 Madison Ave. (bet. 57th & 58th Sts.), 5th Fl., New York, NY 10022  
TEL: 212-678-4444 | [www.eijisalon.com](http://www.eijisalon.com)  
Mon: 9 am-5 pm, Tue-Sat: 9 am-7 pm

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### Yakson House

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Invented in 1978, the therapy promotes efficient blood circulation by relaxing bones and skin and a kinetically helps you to attain a smaller face and beautiful facial structure. Among the more than 28 programs that Yakson House in New York offers, Unequal Face Care and Face Reduction Care are particularly popular. Unequal Face Care treats the puffy real face and fixes imbalanced body parts. One client confesses, "The result was amazing. It's hard for me to believe that the shape of my face and legs have now become similar to what I saw in before and after pictures. Not only do I look better in the mirror, but I feel a lot healthier, too."

Face Reduction Care not only reduces the size of your face but also brings back an even facial structure and elastic skin via facial care as well as abdomen and back care. Some commentary from a client: "It was, as I had read, quite painful. But in my estimation it was well worth the pain. The results were immediate and long-lasting. My features were clearer afterward, my jaw was sharper and around neck, and my eyes were more open and lifted." This 31-year-old holistic therapy could help you achieve health and beauty.



Yakson House has over 70 branches in over 40 worldwide including Tokyo and New York.



The masks show the dramatic difference before and after the treatment.



Unlike other facial slimming methods, the Bone Therapy works both face and body.

### Yakson House

37 W. 32nd St. (Rd.), New York, NY 10001 | TEL: 212-364-7474  
[www.yaksonhouse.com](http://www.yaksonhouse.com) | [www.bonetherapy.com/us/en](http://www.bonetherapy.com/us/en) | Mon-Sat: 10 am-10 pm

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www.cosmeproud.com  
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Gold Revitalize is the best selling product from the "Gold" line. With the power of nano-sized gold to infiltrate pores and maximize your skin.

## CREATING STYLISH FOR THE INDIVIDUAL

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for head massage

for customers wearing  
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KEN Shigematsu is a veteran hairdresser having worked in Japan for 10 years and in New York for 18 years. After running his own salon in New York City for 10 years he is now currently working as a freelance hairdresser in Chelsea by appointment only. KEN's philosophy is to listen and cater to the desires of each customer, creating a style tailored to every person with any hair type. He keeps his customers regular due to his great personality and skilled techniques and uses shampoos and conditioners containing rice bran which cleans the scalp.



**KEN Shigematsu**

256 W. 15th St.  
(bet. 7th & 8th Ave.)  
New York, NY 10011  
TEL: 646-236-1134  
Mon-Fri: 12 pm-6 pm  
Sat: 9am  
Color: \$60+  
Highlights: \$125+  
Deep Hair Treatment: \$60



These products are used in this salon to treat and revive color-degraded hair and repair from the inside.

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city salon service

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Specializing in eyelash perms, freestyle hairdresser, Yuki Akematsu offers personalized service using the current highest quality products and techniques. Yuki recommends the Natural Herb Color service (\$25+) a hair dye made of more than 90% natural ingredients that tones down and darkens hair. Eyelash perms (\$75+), while not well known in NY, is very popular in Japan. Unlike extensions, the eyelashes will not break, creating natural beautiful curls that last up to 4-5 weeks. Yuki also offers hair cuts (\$60) and Head Spa Deluxe (\$85).



**Curvy Lashes & Hair**

Blue Solon 123 5th Ave.  
(bet. 7th & 8th St.) 2nd Fl.  
New York, NY 10003  
Eyelash perm: 20 W. 20th St.  
(bet. 5th & 6th Ave.), Suite 303  
New York, NY 10011  
TEL: 347-623-2463  
www.curvylashes.com  
Mon-Thurs: 10 am-8 pm  
Sat & Sun: 11 am-6 pm



Natural Herb Color keeps your hair healthy without the harshness of chemicals on your hair and scalp. Recommended for dry and damaged hair.

## HAIR SALON & SPA NEW YORK CITY FOR 40 YEARS

**momotaro**

Opened as the first Japanese hair salon in New York City, momotaro celebrates its 40th anniversary this year. Respecting each client's individual character and with thorough consultation by experienced stylists, momotaro's services have always been appreciated by New Yorkers. Their Head/Scalp Treatment is particularly recommended this season. It removes dirt and oils from both scalp and hair by a special massage technique as well as promotes blood circulation and ultimately helps regain the healthy state of the scalp. It's perfect for those who have suffered from hair loss and dandruff.



**momotaro**

22 E. 49th St.  
(Midtown & 5th Ave.) 2nd Fl.  
New York, NY 10017  
TEL: 212-799-2262  
www.momotaronewyork.com  
Tue-Fri: 12-6 pm (2 hair services)  
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Clients who receive Antioxidant facial treatments can purchase Nihon Day Spa's skincare products used for the treatments at 10% discount.

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15 W. 44th St., 10th Fl.  
Over 300 ft. 10th Ave., 10th  
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### Reiko's Hair & Makeup

254 W. 15th Street  
(bet 7th & 8th Ave.)  
New York, NY 10011  
TEL: 646-271-6517  
www.reikoshairstylin.com  
email: reikoshairstylin@gmail.com  
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Sat: 10 am-7 pm  
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Reiko Murphy is a New York City based hair & makeup artist who specializes in weddings.

## INDIVIDUAL STYLING TIPS FOR EVERY INDIVIDUAL

### Tokuyama Salon

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consultation to  
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Having opened on the Upper East Side this past fall, the salon offers quality services at affordable prices. Unlike other Japanese hair salons, where one stylist takes care of everything from the beginning to the end, their stylists and colorists work together as a team in order to properly create the customer's styling. With experience in the magazine and advertisement industry and its in-salon in the U.S., Tokuyama's stylists provide extensive styling techniques and services for hair-types of every ethnicity. They also offer the finest keratin treatment from Japan.



**Tokuyama Salon**  
230 E. 83rd St.  
(bet. 2nd & 3rd Ave.)  
New York, NY 10015  
TEL: 646-666-8181 /  
347-433-4336  
www.tokuyamasalon.com  
Mon-Fri: 10 am-8 pm



This salon's interior gives a sense of quality and relax with its modern decoration.

## REFINE YOUR CITY & YOU AND LET US SERVE

### Yo-C Salon

**20% Off**

for a 1st time visit  
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Yo-C Salon is a great destination to take your style to the next level this spring. With extensive experience in Tokyo, Paris and New York, the owner and head stylist Yoshi, focuses on enhancing the clients' own styles without the excess influence of popular trends. By observing the fashion style, makeup and personality of each client, he suggests the best approach to incorporate what is requested. Also, because one stylist handles everything from cut, color to perm, the finished look is cohesive and more personal. Cut starts at \$75, and it is \$20 with a student discount.



**Yo-C Salon**  
325 E. 9th St.  
(bet. 2nd & 3rd Ave.)  
New York, NY 10016  
TEL: 312-599-0335  
www.yo-csalon.com  
info@yo-csalon.com  
Tue-Fri: 11 am-9 pm  
Sat & Sun: 10 am-7 pm



## Three Innovative Perm Techniques Popular in Japan

### 1. Japanese Straightening

This process is great for straightening busy, curly wavy hair and it typically lasts up to 12 months, with only six growth requiring touch up. Also known as Thermal Reconditioning, this treatment, developed in Japan, uses a solution to soften hair and a special hot flat iron to restructure and re-harden the hair resulting in shiny, silky smooth, healthy straight hair. You will spend less time blow-drying and styl-



ing your hair compared to other hair straightening methods like Brazilian Straightening Perms, Keratin Treatment, and Cosmeceut Luminance to achieve a permanent pin-straight look.

### 2. Digital Perm

Using solution and heat, this process uses temperature regulated hot rods which have a digital display. While other perms are most permanent when hair is wet, styling products and re-drying is necessary to keep the curls in. In contrast, a digital perm is most permanent when hair is dry, so a blow dryer and your hands are sufficient to maintain the curls. It is easy to style, so throughout the day, the curls can be revived by winding hair around your fingers. The look of a digital perm is softer, more natural looking waves.

### 3. Air Wave

Developed by Japanese salon equipment manufacturer TAKARA BELMONT, Air Wave creates long-lasting, silky, soft waves and causes less damage to hair than a conventional cold perm or a digital perm (hot perm). The key concepts of the Air Wave system are low temperature (53-60 °C/127-140 °F) and air flow just enough to allow hair to memorize waves without causing significant damage. Utilizing special rods connected to tubes to extract moisture and two additional steps, by creating moisture in the hair's naturally dry state, waves last up to about four months. The Air Wave can be used on most hair types to create natural looking curls with little or a lot of volume and can even be used with short hair-styles.



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**SAKE**  
for the CITY

**Secret Weapon  
for Beauty and Health**

By **Chikako Williams-Hart**  
Kushida-ichi Sake Sommelier & Founder of Sake Classroom, LLC

In recent years, sake's popularity has grown exponentially in the United States, but there are aspects of sake that we still virtually unknown here, namely its health and beauty benefits. Tug-tug brewing master's on how to have beautiful hands (no corns) in sake, which can open up pores to remove dirt as well as create soft, bright skin as these enzymes aid the production of collagen and promote better circulation. Mrs. Kagi, wife of the 5th Generation President of Nishiki Sake Brewery, explains: "My skin has improved dramatically since I started using sake for daily bathing. All you need is 1 cup of sake mixed into your regular bath water." Mr. Katsuki Kagi adds: "My grandmother's remedy would have her face after sake bath looks like, well for that is so white and tender!" It has also been documented in the modern community that sake prevents stomach illness, cancer, stroke, and even arthritis. After all, sake is so low in calories, and is made only with water, koji mold, and rice. Enjoy sake to its fullest by using advantages of these additional health and beauty tips.

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# Shop Japanese Crafts at JCRAFTS.com

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Highly regarded for their quality, Kumano brushes are handcrafted using traditional methods in the Kumano-cho region of Hiroshima prefecture. World-renowned Kumano brushes are used for calligraphy and painting as well as for the application of cosmetics, and today they make up 80% of the brush market in Japan.

The history of Kumano brushes dates back to the end of Edo period (1688-1868). It is said that the techniques of brush-making initially spread throughout Hiroshima prefecture and the Ammi region (a part of Hyogo prefecture). Kumano, which at the time had no such industry, took on brush manufacturing as a new enterprise. Thanks to the efforts and dedication of the early workers, the foundations were laid for Kumano to become a center of production. The tradition continues, unbroken, to the present day.

JCRAFT.com carries Mizuho brand Kumano cosmetic brushes, which are particularly coveted by makeup artists because of their excellent quality. Mizuho brushes hold powder and apply it onto skin very well. They are unbelievably soft to touch, comfortable to use, and produce amazing results. The brushes for facial cleansing lather up very well and create extremely fine bubbles with a creamy smoothness. The brushes for cleansing around the nose are perfect for wiping oil—gently but thoroughly—from an area where pores are prone to becoming clogged. One of the secrets

behind the Mizuho brushes is that the tip of each hair is uncult, allowing it to get into pores and remove dirt and oil effectively.

Cosmetic Kumano brushes are becoming more and more popular among makeup artists as well as beauty- and fashion-savvy women in Japan. Adding Kumano

brushes to your life is sure to refresh and upgrade your skin-care and makeup steps.

### (About the Mizuho brand)

Manufacturing all types of brushes—including Kumano makeup brushes, watercolor brushes, and nail art brushes—as well as repairing brushes, Mizuho is an integrated manufacturer founded in 1958. The soul of a Mizuho handmade brush lies in its tip. Mizuho technicians diligently create brushes one by one, upholding traditional Kumano brush techniques passed down for centuries. Mizuho is a brush maker currently receiving a lot of attention and is continuing to develop brushes with new capabilities and for new fields.

ミズホ Brush

## How Kumano Brushes Are Made

A traditional handcrafting method passed down for about 170 years is used to make Kumano brushes. Made carefully one by one, the process has eight steps.

- 1 Mixing different types of hairs
- 2 Arranging the hairs so that they are the same length
- 3 Removing unwanted hairs
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- 5 Gluing
- 6 Washing
- 7 Attaching holders
- 8 Inspecting final products



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JCRAFTS

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## Beauty Guide

Estimated prices are based on retail prices for hair, nails, and esthetics and do not include taxes for spa.

- Openers available on [www.chopsticksonline.com](http://www.chopsticksonline.com)
- Closed/No Hair available to pick up

### HAIR SALON

**Open West: Nashi Coupe II**  
200 Broadway (bet 39th St.) F 100  
212-462-9400 M 100

**Open East: Gwyneth-Sincere**  
Golden-Silky offers special services for all hair types and textures in a relaxed, comfortable, and safe environment. Skilled with hair styling, coloring, and hair care. Advanced and Japanese styling techniques, coloring, and hair care. Japanese styling techniques, coloring, and hair care. Japanese styling techniques, coloring, and hair care.

**Open East: Miki\***  
201 E. 10th (bet 24th/25th Ave.) F 100  
212-462-9400 M 100

**Open East: Sakayama Salon\***  
201 E. 10th (bet 24th/25th Ave.) F 100  
212-462-9400 M 100

**Open East: Tsukada Shiori Hair Salon\***  
11 E. 10th (bet 24th/25th Ave.) F 100  
212-462-9400 M 100

**Midtown West: Mifuma Salon-Gallery**  
201 E. 10th (bet 24th/25th Ave.) F 100  
212-462-9400 M 100

**Midtown West: Mingle Salon New York**  
11 E. 10th (bet 24th/25th Ave.) F 100  
212-462-9400 M 100

**Midtown West: Mitsu**  
11 E. 10th (bet 24th/25th Ave.) F 100  
212-462-9400 M 100

**Midtown West: SALON VLU\***  
From Midtown to the West Village, Salon VLU offers a wide range of hair services. Skilled with hair styling, coloring, and hair care. Advanced and Japanese styling techniques, coloring, and hair care. Japanese styling techniques, coloring, and hair care.

**Midtown East: Big International**  
401 Madison Ave (bet 39th/40th St.) F 100  
212-462-9400 M 100

**Midtown East: Hair Masters Midtown\***  
11 E. 10th (bet 24th/25th Ave.) F 100  
212-462-9400 M 100

**Midtown East: HEARTS New York Salon\***  
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**Midtown East: Miki\***  
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212-462-9400 M 100

**Midtown East: MASHU SALON**  
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# FOOD DRINK GROCERY

## RESTAURANT REVIEW

HAKUBAI RESTAURANT  
JAPADOG  
RAKU: IT'S JAPANESE IF

## ASIAN RESTAURANT REVIEW

BANGKOK 2 THAI

## LET'S EAT THE SEASON

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## JAPANESE

### Hakubai Restaurant

61 Park Ave. (at 28th St.) New York, NY 10017  
Tel. 212-495-7171

Mon-Fri: 11:45 am-2:30 pm, 6-10 pm Sat & Sun: 6-10 pm

If authenticity is the priority of your dining experience, there is one place in town you must take yourself to, and that is Hakubai, a *kaiseki* restaurant located in The Kitano Hotel in Midtown Manhattan. "Kaiseki is very much an extension of the tea ceremony and is an art of total dining experience. This form of Japanese formal dining is meant to be enjoyed with all your five senses," explains deputy general manager of The Kitano, Mr. Yasuyuki Kajima. The restaurant offers a variety of courses, the most traditional being the *Omakase* course with seasonal daily specialties and rare delicacies (\$170). Others include *Omonose*, a course that includes monthly specialties and can cater to some menu adjustments (\$98), and *Washogyu Shabu Shabu* using homemade *omotenashi* sauce (\$115). But one of the most packing ones offered now at Hakubai is *Sake Pairing Course* (\$100) which comes with two kinds of *Hakubaan* (*tsukubasu* parmesan and *tsukubasu* shabu) along with a course menu centered around Hakubai's profile. The course is available until August 2012, with contents changing with each season. Courses for lunch are just as luxurious like *Koshi* (*broth and honey*) *Land* for \$38.25, popular with female customers.



#### HAKUBAI SAKI PAIRING COURSE



The Hakubai Sake Pairing Course includes an *omotenashi*, first appetizer, appetizer, entrée and dessert when paired with sake. The colorful variety of items make this menu make a memorable feast you'll want to enjoy with a special occasion.

#### 3 Best Sellers

- *Omonose* \$98
- *Hakubaan* \$115
- *Washogyu Shabu Shabu* \$115

## JAPANESE

## JAPADOG

39 St. Mark's Pl. (bet. 2nd & 3rd Ave.) New York, NY 10003  
TEL: 646-436-0220/www.japadog.com  
Sun-Thu: 12:00 pm - 10:00 pm, Fri-Sat: 12:00 pm - 1 am

A long-awaited hotdog joint, created by a Japanese in Vancouver, opened this past January in the heart of the bustling East Village. JAPADOG, as its name suggests, serves hotdogs with a Japanese twist. Even though the Japanese are renowned for their food innovations, it seemed a challenge to propose such a novelty menu in a city famed for America's most famous fast food. Toshiaki Tsukata, chef/manager of their NY branch says, "We are fuzzy about the ingredients. Look at our 6" sausage. It's big. It's locally made. We pick specific sausages for different flavors." The buns made to order by a New York bakery are longer and crisper. More than anything, the distinctive feature of JAPADOG is its 11 options of toppings and flavors. Shake off your presumptions and try Teriyaki, all beef hotdog with teriyaki sauce, Japanese mayo and onion seaweed. If you are an avid Japanese foodie, try Gyoza which is Bratwurst, a German style pork sausage, with grated daikon radish. Finally, don't forget to pair your hotdog with fries, which come in unique seasoning flavors such as butter & cheese, shichimi & garlic, and wasabi. They also serve super-sized dogs.



## TERIYAKI, THE GYOZA, AND GYUDON



From right to left: Teriyaki is wonderful harmony of sweet and sour with a hint of soy brown sauce, not sweetened. The Gyoza, a delicious attempt at a juicy little beef hotdog, and Gyoza is a totally refreshing experience for your palate. Fries with your choice of seasoning are the perfect match for hotdogs.

## 3 Best Sellers

• Teriyaki: \$4.95 to \$7.95 for a Combo with drink and fries

• Okinawa: \$4.95 to \$6.95 for a Combo

• Gyoza: \$4.95 to \$6.95 for a Combo

## JAPANESE / SUSHI / RAMEN

## RAKU: It's Japanese II!

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NY, 10001 212-675-1122/www.chopsticksny.com  
Mon-Sat: 12:00 pm - 10:30 pm, Sun: 2:30-10:30 pm

Located in the beautiful brownstone neighborhood of the Upper West Side, RAKU. It's Japanese II restaurant offers the best sushi deal in the area. The owner/chef Nobu-san, who worked 7 years at Tokyo's established restaurant doesn't compromise in his selection of fresh ingredients. "In my eyes, I myself decide the fish brought in everyday," says Nobu-san. RAKU's all-around Japanese menu including sashimi, sashimi and a variety of entrees, along with its comfortable sushi bar, are enough to get you through the door. Nobu-san's recommendation for appetizer is the Spicy Awa Poppers (\$10), a bite-size fried rice ball covered with minced, fresh tuna accented with chili pepper. It's a perfect match with RAKU's carefully selected jumbo sake. For those who need a bit of indulgence, treat yourself to RAKU's gorgeous Millionaire Roll (\$15). RAKU's versatile menu also offers authentic ramen (\$10.50-\$12) made with rich chicken broth and homemade roasted pork. The good news is RAKU's reasonable price range. Where else can you enjoy an exquisite Fiet Mignon with Wasabi Garlic Sauce for a mere \$20? It's a perfect place for dinner with friends.



## MILLIONAIRE ROLL AND SPICY TUNA POPPER



Millionaire Roll is RAKU's best selling item. It's a beautiful work of art as spicy white tuna and yellow-orange popper topped with a line of delicious fan-like fish: salmon and yellowtail. Nobu-san suggests this combo goes in a sweet tooth. Spicy Awa Poppers is a bite-size for you, Japanese night.

## 3 Best Sellers

• Millionaire Roll: \$15

• Spicy Miso Ramen: \$10

• Sashimi Sashimi Combo Entree: \$23

# Japanese Restaurant Guide

225 Average is on far left; unless noted, prices are for two.

- Delivery: Not Ind. Open for Lunch
- Takeout: No Cash Delivery
- Reservations: Charming Local Favorite
- Reservations: Family Business: Diner

• Open: Available on [www.chopsticksny.com](http://www.chopsticksny.com)  
• Closed: Not available to pick up

## Upper West

- Upper West** **Akai Sushi Lounge**  
300 Columbus Ave. (bet. 57th & 58th St.)  
212-671-1410 \$130 (M-F) L  
212-671-1410
- Upper West** **Bao Ma**  
300 Ave. 101 (bt. 10th & 11th St.)  
212-671-1410 \$60 (M-F) L  
212-671-1410
- Upper West** **Don Japanese Restaurant**  
300 Broadway (bt. 10th & 11th St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper West** **Gini**  
300 Columbus Ave. (bet. 57th & 58th St.)  
212-671-1410 \$60 (M-F) L  
212-671-1410
- Upper West** **Hana**  
400 Amsterdam Ave. (bet. 100 & 110 St.)  
212-671-1410 \$100 (M-F) L  
212-671-1410
- Upper West** **Ichiro Restaurant**  
210 W. 10th St. (bet. 10th & 11th St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper West** **Kitara**  
100 Amsterdam Ave. (bet. 50th & 51st St.)  
212-671-1410 \$130 (M-F) L  
212-671-1410
- Upper West** **Kozumi**  
300 Amsterdam Ave. (bet. 100 & 110 St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper West** **Kong Sushi**  
300 Ave. 101 (bt. 10th & 11th St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper West** **Mama Sushi**  
300 Ave. 101 (bt. 10th & 11th St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper West** **Mama Organic Cafe**  
300 Amsterdam Ave. (bet. 100 & 110 St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper West** **Masa**  
300 Ave. 101 (bt. 10th & 11th St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper West** **Mizu**  
300 Ave. 101 (bt. 10th & 11th St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper West** **Moruya Amsterdam**  
300 Ave. 101 (bt. 10th & 11th St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper West** **Next Door**  
300 Ave. 101 (bt. 10th & 11th St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper West** **Ota**  
300 Ave. 101 (bt. 10th & 11th St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper West** **Panoramic Sushi\***  
300 Amsterdam Ave. (bet. 100 & 110 St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410

- Upper West** **Pink**  
300 Ave. 101 (bt. 10th & 11th St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper West** **Saga Grill**  
300 Amsterdam Ave. (bet. 100 & 110 St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper West** **Saga**  
300 Ave. 101 (bt. 10th & 11th St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper West** **Saga Sushi**  
300 Amsterdam Ave. (bet. 100 & 110 St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper West** **Saga-Chan\***  
300 Amsterdam Ave. (bet. 100 & 110 St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper West** **Saga A-Ga-Ga**  
300 Amsterdam Ave. (bet. 100 & 110 St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410

- Upper West** **Saga Home**  
300 Amsterdam Ave. (bet. 100 & 110 St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper West** **Saga Ya J**  
300 Ave. 101 (bt. 10th & 11th St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper West** **Tamaya**  
300 Amsterdam Ave. (bet. 100 & 110 St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper West** **Tamaya**  
300 Amsterdam Ave. (bet. 100 & 110 St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper West** **Wan Sushi & Sake**  
300 Amsterdam Ave. (bet. 100 & 110 St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410

## Upper East

- Upper East** **Aki Sushi**  
100 Ave. 101 (bt. 10th & 11th St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper East** **Dungen**  
300 Ave. 101 (bt. 10th & 11th St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper East** **East Japanese\***  
300 Ave. 101 (bt. 10th & 11th St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper East** **Fuji Yama**  
300 Ave. 101 (bt. 10th & 11th St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper East** **Gaijin**  
300 Ave. 101 (bt. 10th & 11th St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper East** **Ginza**  
300 Ave. 101 (bt. 10th & 11th St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper East** **Hana**  
300 Ave. 101 (bt. 10th & 11th St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper East** **Hana Sake Bar**  
300 Ave. 101 (bt. 10th & 11th St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper East** **Ichiro**  
300 Ave. 101 (bt. 10th & 11th St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper East** **Kanabon**  
300 Ave. 101 (bt. 10th & 11th St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410
- Upper East** **KOJI Sushi\***  
300 Ave. 101 (bt. 10th & 11th St.)  
212-671-1410 \$120 (M-F) L  
212-671-1410

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TEL 718-433-7786

**Staten Island**  
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TEL 718-980-5300

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Authentic Japanese Cuisine & Sake Bar

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<b>Upper-East</b>	<b>Isaheima</b>	
990 1st Ave. (bet. 23rd & 24th St.)	23rd & 24th St.	\$25
212-427-4229		
<b>Upper-East</b>	<b>Iwazaki Sushi</b>	
7100 1st Ave. (bet. 23rd & 24th St.)	23rd & 24th St.	\$25
212-306-6029		
<b>Upper-East</b>	<b>Ka Susho (2nd Ave.)</b>	
1520 1st Ave. (bet. 23rd & 24th St.)	23rd & 24th St.	\$25
212-427-4229		
<b>Upper-East</b>	<b>Ka Susho (York Ave.)</b>	
1000 York Ave. (bet. 23rd & 24th St.)	23rd & 24th St.	\$25
212-427-4229		
<b>Upper-East</b>	<b>Kento Susho*</b>	
500 E. 10th St. (bet. 23rd & 24th St.)	23rd & 24th St.	\$25
212-427-4229		
<b>Upper-East</b>	<b>Kyoto Susho</b>	
1500 1st Ave. (bet. 23rd & 24th St.)	23rd & 24th St.	\$25
212-427-4229		
<b>Upper-East</b>	<b>Matsuo</b>	
471 E. 10th St. (bet. 23rd & 24th St.)	23rd & 24th St.	\$25
212-427-4229		

**Upper-East** **Matsuo Restaurant\***

They specialize in traditional Japanese cuisine with a focus on fresh seafood and high-quality ingredients. They offer a variety of sushi, sashimi, and other Japanese dishes. They also have a large selection of Japanese sake and beer.

1500 1st Ave. (bet. 23rd & 24th St.)

212-427-4229

<b>Upper-East</b>	<b>Onki Susho</b>	
1500 1st Ave. (bet. 23rd & 24th St.)	23rd & 24th St.	\$25
212-427-4229		
<b>Upper-East</b>	<b>Poke</b>	
1000 1st Ave. (bet. 23rd & 24th St.)	23rd & 24th St.	\$25
212-427-4229		
<b>Upper-East</b>	<b>Savannah</b>	
1000 1st Ave. (bet. 23rd & 24th St.)	23rd & 24th St.	\$25
212-427-4229		
<b>Upper-East</b>	<b>Shiku-Shiku 72*</b>	
1000 1st Ave. (bet. 23rd & 24th St.)	23rd & 24th St.	\$25
212-427-4229		

<b>Upper-East</b>	<b>Sushi Noya</b>	
1000 1st Ave. (bet. 23rd & 24th St.)	23rd & 24th St.	\$25
212-427-4229		
<b>Upper-East</b>	<b>Sushi of Gao</b>	
1000 1st Ave. (bet. 23rd & 24th St.)	23rd & 24th St.	\$25
212-427-4229		
<b>Upper-East</b>	<b>Sushi Saku*</b>	
1000 1st Ave. (bet. 23rd & 24th St.)	23rd & 24th St.	\$25
212-427-4229		
<b>Upper-East</b>	<b>Sushi Saku</b>	
1000 1st Ave. (bet. 23rd & 24th St.)	23rd & 24th St.	\$25
212-427-4229		

<b>Upper-East</b>	<b>Tokyo 72</b>	
1000 1st Ave. (bet. 23rd & 24th St.)	23rd & 24th St.	\$25
212-427-4229		
<b>Upper-East</b>	<b>Tokyo</b>	
1000 1st Ave. (bet. 23rd & 24th St.)	23rd & 24th St.	\$25
212-427-4229		
<b>Upper-East</b>	<b>Tsuyuki Bldg*</b>	
1000 1st Ave. (bet. 23rd & 24th St.)	23rd & 24th St.	\$25
212-427-4229		
<b>Upper-East</b>	<b>Tokyo 80*</b>	
1000 1st Ave. (bet. 23rd & 24th St.)	23rd & 24th St.	\$25
212-427-4229		
<b>Upper-East</b>	<b>TOKYO 80</b>	
1000 1st Ave. (bet. 23rd & 24th St.)	23rd & 24th St.	\$25
212-427-4229		

<b>Upper-East</b>	<b>Tokyo</b>	
1000 1st Ave. (bet. 23rd & 24th St.)	23rd & 24th St.	\$25
212-427-4229		
<b>Upper-East</b>	<b>Wajima</b>	
1000 1st Ave. (bet. 23rd & 24th St.)	23rd & 24th St.	\$25
212-427-4229		
<b>Upper-East</b>	<b>Washo Lobby</b>	
1000 1st Ave. (bet. 23rd & 24th St.)	23rd & 24th St.	\$25
212-427-4229		
<b>Upper-East</b>	<b>YUKA*</b>	
1000 1st Ave. (bet. 23rd & 24th St.)	23rd & 24th St.	\$25
212-427-4229		
<b>Upper-East</b>	<b>Yuko</b>	
1000 1st Ave. (bet. 23rd & 24th St.)	23rd & 24th St.	\$25
212-427-4229		

**Midtown West**

**Midtown/West** **Aki Susho**

1000 1st Ave. (bet. 23rd & 24th St.)

212-427-4229

**Midtown/West** **Anki**

1000 1st Ave. (bet. 23rd & 24th St.)

212-427-4229

**Midtown/West** **Donkatsu**

1000 1st Ave. (bet. 23rd & 24th St.)

212-427-4229

**Midtown/West** **Donkatsu**

1000 1st Ave. (bet. 23rd & 24th St.)

212-427-4229

**Midtown/West** **Donkatsu**

1000 1st Ave. (bet. 23rd & 24th St.)

212-427-4229

**Midtown/West** **Donkatsu**

1000 1st Ave. (bet. 23rd & 24th St.)

212-427-4229

**Midtown/West** **Donkatsu**

1000 1st Ave. (bet. 23rd & 24th St.)

212-427-4229

**Midtown/West** **Donkatsu**

1000 1st Ave. (bet. 23rd & 24th St.)

212-427-4229

**Midtown/West** **Donkatsu**

1000 1st Ave. (bet. 23rd & 24th St.)

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**Midtown/West** **Donkatsu**

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<b>Midtown West</b> Kiss 42 W 45th St (bet 5th & 6th Ave) 212-691-3338	<b>\$40 L</b>
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<b>Midtown West</b> Ministeri Sushi* 21 W 49th St (bet 32nd & 33rd Ave) 212-694-7791	<b>\$20 L</b>
<b>Midtown West</b> Mitsumachi 239 W 45th St (bet 33rd & 34th Ave) 212-692-2565	<b>\$20 L</b>
<b>Midtown West</b> MOMU 59 42 W 39th St (bet 30th & 31st Ave) 212-691-3333	<b>\$100 L</b>
<b>Midtown West</b> Oishi* 363 W 48th St (bet 31st & 32nd Ave) 212-691-4239	<b>\$25 L</b>
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<b>Midtown West</b> Sushi of Gen 46 349 W 45th St (bet 34th & 35th Ave) 212-692-0044	<b>\$30 L</b>
<b>Midtown West</b> Sushi Zoo 309 W 45th St (bet 34th & 35th Ave) 212-692-2251	<b>\$20 L</b>
<b>Midtown West</b> Sushiten* 222 W 45th St (bet 34th & 35th Ave) 212-692-2451	<b>\$30 L</b>
<b>Midtown West</b> Sushiyaki 38 W 45th St (bet 34th & 35th Ave) 212-249-1245	<b>\$20 L</b>
<b>Midtown West</b> TARATA* 349 W 45th St (bet 34th & 35th Ave) 212-692-2451	<b>\$10 L</b>

<b>Midtown West</b> Tenshiwa Ramen* 303 W 45th St (bet 33rd & 34th Ave) 212-692-4909	<b>\$12 L</b>
<b>Midtown West</b> Tento Ramen 301 W 45th St (bet 33rd & 34th Ave) 212-692-4909	<b>\$20 L</b>
<b>Midtown West</b> Tokuken TOTTO 21 W 48th St (bet 33rd & 34th Ave) 212-692-4909	<b>\$40 L</b>
<b>Midtown West</b> Toku 55 207 W 48th St (bet 33rd & 34th Ave) 212-691-2345	<b>\$20 L</b>
<b>Midtown West</b> Young Sushi* 30 W 45th St (bet 33rd & 34th Ave) 212-692-4909	<b>\$10 L</b>

### Midtown East

<b>Midtown East</b> Akatsuki Kinesaki* 233 E 55th St (bet 2nd & 3rd Ave) 212-692-5555	<b>\$10 L</b>
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<b>Midtown East</b> Hakobai 303 E 45th St (bet 30th & 31st St) 212-692-1562	<b>\$10 L</b>
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<b>Chickies</b>	<b>Momoya Chikara</b>
95 19th Ave. (bet. 19th & 20th St.) 212-475-0223	<b>\$26.95</b>

<b>Chickies</b>	<b>Moscow Sashimi</b>
74 W. 12th St. (bet. 12th & 13th St.) 212-475-0223	<b>\$26.95</b>
<b>Chickies</b>	<b>MOBIMOTO</b>
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<b>Chickies</b>	<b>Naka Naka</b>
457 W. 11th St. (bet. 11th & 12th St.) 212-475-0223	<b>\$26.95</b>
<b>Chickies</b>	<b>Tsukuri Tsurumi</b>
60 19th Ave. (bet. 19th & 20th St.) 212-475-0223	<b>\$26.95</b>

<b>Chickies</b>	<b>Tokyo</b>
74 W. 12th St. (bet. 12th & 13th St.) 212-475-0223	<b>\$26.95</b>

## Gramercy

Gramercy	IS EAST	
51 18th St. (bet. 18th & 19th St.) 212-475-0223		\$26.95
Gramercy	Aji Sushi	
51 18th St. (bet. 18th & 19th St.) 212-475-0223		\$26.95

Gramercy	Chirashi	
74 W. 12th St. (bet. 12th & 13th St.) 212-475-0223		\$26.95
Gramercy	Kanashi	
51 18th St. (bet. 18th & 19th St.) 212-475-0223		\$26.95

Gramercy	Kasa
240 1st Ave. (bet. 1st & 2nd St.) 212-475-0223	<b>\$26.95</b> 
Gramercy	Mitsa
240 1st Ave. (bet. 1st & 2nd St.) 212-475-0223	<b>\$26.95</b> 

<b>Gramercy</b>	<b>Kanata Sushi East</b>
88 19th Ave. (bet. 19th & 20th St.) 212-475-0223	<b>\$26.95</b>
<b>Gramercy</b>	<b>Madama</b>
88 19th Ave. (bet. 19th & 20th St.) 212-475-0223	<b>\$26.95</b>

<b>Gramercy</b>	<b>Momokawa</b>
88 19th Ave. (bet. 19th & 20th St.) 212-475-0223	<b>\$26.95</b>
<b>Gramercy</b>	<b>Sakana</b>
88 19th Ave. (bet. 19th & 20th St.) 212-475-0223	<b>\$26.95</b>

<b>Gramercy</b>	<b>Sushi SAMBA</b>
240 1st Ave. (bet. 1st & 2nd St.) 212-475-0223	<b>\$26.95</b>
<b>Gramercy</b>	<b>Sushi SEN-NIN</b>
88 19th Ave. (bet. 19th & 20th St.) 212-475-0223	<b>\$26.95</b>

<b>Gramercy</b>	<b>Tokyo Sashimi</b>
88 19th Ave. (bet. 19th & 20th St.) 212-475-0223	<b>\$26.95</b>

<b>Gramercy</b>	<b>YAMA Restaurant</b>
275 12th St. (bet. 12th & 13th St.) 212-475-0223	<b>\$26.95</b>

## West Village

<b>West Village</b>	<b>aka as event 4</b>
81 W. 19 St. (bet. 18th & 20th St.) 212-475-0223	<b>\$44.95</b>
<b>West Village</b>	<b>Cho Cho Sea*</b>
	A neighborhood restaurant serving up the best Korean food

	A neighborhood restaurant with a large selection of seafood. The chef is a former sushi chef from Japan and has a lot of experience in sushi. The restaurant is located in the West Village and is a great place to enjoy a meal with friends or family.
--	--

<b>West Village</b>	<b>Nakata Taisen*</b>
81 W. 19 St. (bet. 18th & 20th St.) 212-475-0223	<b>\$26.95</b>
<b>West Village</b>	<b>Mizuno*</b>
81 W. 19 St. (bet. 18th & 20th St.) 212-475-0223	<b>\$26.95</b>

<b>West Village</b>	<b>Mizuki</b>
625 W. Ave. (bet. 10th & 11th St.) 212-255-0223	<b>\$26.95</b>
<b>West Village</b>	<b>Miyagi</b>
81 W. 19th St. (bet. Market St. & 18th St.) 212-475-0223	<b>\$26.95</b>

West Village	Miyagi	
225 W. 12th St. (bet. 12th & 13th St.) 212-475-0100		\$25.95
West Village	Nagano	
115 W. 12th St. (bet. Thompson & 5th Ave St.) 212-475-0100		\$25.95

West Village	Ramen Tokoro*
81 W. 19 St. (bet. 18th & 20th St.) 212-475-0223	<b>\$26.95</b>
West Village	Rockmaster*
81 W. 19 St. (bet. 18th & 20th St.) 212-475-0223	<b>\$26.95</b>

West Village	Sao
212 W. Ave. (bet. 19th & 20th St.) (212) 475-0223	\$26.95 
West Village	Sushi Mendo
212 W. Ave. (bet. 19th & 20th St.) (212) 475-0223	\$26.95 

West Village	Sushi Yama
81 W. 19 St. (bet. 18th & 20th St.) 212-475-0223	<b>\$26.95</b>
West Village	Tsukuri Sashimi
81 W. 19 St. (bet. 18th & 20th St.) 212-475-0223	<b>\$26.95</b>

West Village	Ushio Sashimi
18 W. 19th St. (bet. 18th & 20th St.) 212-475-0223	\$26.95 
West Village	YAMA on Convent St.
81 W. 19th St. (bet. 18th & 20th St.) 212-475-0223	\$26.95 

## East Village

<b>East Village</b>	<b>Asahi</b>
81 W. 19 St. (bet. 18th & 20th St.) 212-475-0223	<b>\$26.95</b>
<b>East Village</b>	<b>ROUND SUSHI</b>
81 W. 19 St. (bet. 18th & 20th St.) 212-475-0223	<b>\$26.95</b>

Owned by the same company as Sake Bar Hag.

## Izakaya IROHA

An izakaya style restaurant with a large selection, reasonable prices and featuring sushi.

162 W. 47th St. (bet. 46th & 48th Ave.) TEL: 212-215-1547  
Lunch: Mon-Fri 11:00am-3pm, Dinner: everyday 5pm-12am

**Authentic Japanese Food at Reasonable Prices**

Daily special donburi with soup **\$9**

**\$8.50**

Check out tomorrow, Tuesday, or Wednesday to see which flavor we're serving today!

Check out our gallery of Buddha statues!

**DELIVERY SELF-SERVICE TAKEOUT**

212 E. 17th St. (bet. 16th Ave. & 18th Ave.)  
Tel: 646-236-7004 | www.izakaya.com | Twitter: @izakaya  
Mon - Fri 11:00am-10:00pm Sat & Sun 12:00pm-10:00pm

## EARLY BIRD SPECIAL 5-6PM

A COMPLETE SET OF DINNER **\$9.95**

## Kobe Beef \$6.50 (reg. \$8.95)

on Sundays & Wednesdays

## Short Rib Discount on Mondays & Tuesdays

**HAPPY HOUR**  
Sun-Thur 4pm-6pm  
Fri & Sat 11:00am-3pm

**Draft Beer (Kint)** **\$2.50**  
**Shochu (7 kinds)** **\$35/bottle**

## Yakiniku West

SUSHI ALSO AVAILABLE

218 E 8th St (bet 2nd & 3rd Ave) **7 DAYS OPEN!**  
212-575-7238 Hours Sun-Thur 5pm-11:30pm Fri & Sat 5pm-4am





Soho	Wink's Place
76 Thompson St. (bet. Broome & Spring St.) 212-633-2020	212-633-2020
Soho	Omica
317 Thompson St. (bet. Spring & Prince St.) 212-633-5403	212-633-5403
Soho	Seaside Soles*
212 6th Ave. (bet. 4th & 5th St.) 212-689-7421	212-689-7421

## Brooklyn

Brooklyn	1 or 8*
64-1 2nd St. (bet. Wythe & 3rd Ave.) 718-962-7152	718-962-7152
Brooklyn	Oliver Robinson Studio
271 1st Ave. (bet. 1st St. & 2nd St.) 718-962-0087	718-962-0087
Brooklyn	Box*
289 5th St. (bet. Broome & Chesnut St.) 718-263-7270	718-263-7270
Brooklyn	Pandora
630 1st Ave. (bet. 1st & 2nd St.) 718-425-7347	718-425-7347
Brooklyn	Quicks*
337 1st Ave. (bet. 1st & 2nd St.) 718-425-7347	718-425-7347
Brooklyn	Milano
233 1st Ave. (bet. 1st & 2nd St.) 718-425-7347	718-425-7347
Brooklyn	Iron Chef House
10 1st St. (bet. 1st & 2nd St.) 718-425-7347	718-425-7347
Brooklyn	IZAKAYA de SMITH*
126 1st St. (bet. 1st & 2nd St.) 718-425-7347	718-425-7347
Brooklyn	Kagura Sake House*
327 1st Ave. (bet. 1st & 2nd St.) 718-425-7347	718-425-7347
Brooklyn	KO Sushi
127 1st St. (bet. 1st & 2nd St.) 718-425-7347	718-425-7347
Brooklyn	Miva
127 1st St. (bet. 1st & 2nd St.) 718-425-7347	718-425-7347
Brooklyn	Naruto Ramen
327 1st Ave. (bet. 1st & 2nd St.) 718-425-7347	718-425-7347
Brooklyn	Quicks
337 1st Ave. (bet. 1st & 2nd St.) 718-425-7347	718-425-7347
Brooklyn	Quicks Restaurant
31 1st Ave. (bet. 1st & 2nd St.) 718-425-7347	718-425-7347
Brooklyn	QUICK*
31 1st Ave. (bet. 1st & 2nd St.) 718-425-7347	718-425-7347
Brooklyn	Open Hearth*
31 1st Ave. (bet. 1st & 2nd St.) 718-425-7347	718-425-7347
Brooklyn	Sakura II
127 1st St. (bet. 1st & 2nd St.) 718-425-7347	718-425-7347
Brooklyn	Sogun & Hara Japanese
633 1st Ave. (bet. 1st & 2nd St.) 718-425-7347	718-425-7347
Brooklyn	Sopranos*
127 1st St. (bet. 1st & 2nd St.) 718-425-7347	718-425-7347

Brooklyn	Toscan
212 1st Ave. (bet. 1st & 2nd St.) 718-425-7347	212-633-2020
Brooklyn	Yamato
317 1st Ave. (bet. 1st & 2nd St.) 718-425-7347	212-633-2020
Brooklyn	Zenoodle*
212 1st Ave. (bet. 1st & 2nd St.) 718-425-7347	212-633-2020

Over 200 Zenoodle has been offering Japanese inspired ramen since opening its doors in New York City. Our ramen is made with house-made noodles, topped with fresh ingredients and served with a side of miso soup. We also offer a variety of other Japanese dishes, including sushi, tempura, and more. We are open 7 days a week, from 11am to 10pm. Visit us online at [www.zenoodle.com](http://www.zenoodle.com)

Brooklyn	Zenoodle*
212 1st Ave. (bet. 1st & 2nd St.) 718-425-7347	212-633-2020

## Queens

Queens	ANZO SUSHI*
40-13 36th Ave. (bet. 36th & 37th St.) 718-224-2700	718-224-2700
Queens	Sakura II
10-13 36th Ave. (bet. 36th & 37th St.) 718-224-2700	718-224-2700

Queens	gracevivo*
10-13 36th Ave. (bet. 36th & 37th St.) 718-224-2700	718-224-2700

Opening, Japanese is a lot of the food that we serve. We are a Japanese restaurant that has been serving since 1980. We are open 7 days a week, from 11am to 10pm. Visit us online at [www.gracevivo.com](http://www.gracevivo.com)

Queens	KATSUO*
10-13 36th Ave. (bet. 36th & 37th St.) 718-224-2700	718-224-2700
Queens	Kyoto Sashimi
10-13 36th Ave. (bet. 36th & 37th St.) 718-224-2700	718-224-2700
Queens	LYNN Waka Dining*
10-13 36th Ave. (bet. 36th & 37th St.) 718-224-2700	718-224-2700
Queens	Nakano
10-13 36th Ave. (bet. 36th & 37th St.) 718-224-2700	718-224-2700

いadakimasu

"ITADAKIMASU"

Meaning: Thank you for eating. It is a common Japanese phrase used when eating. It is usually said when you finish eating. It is a polite way to say thank you to the people who prepared the food.

## MABO MAZE RAMEN

April Special Ramen

Breakfast special

\$12

OPEN DAILY

11am-10pm

718-224-2700

## NARUTO RAMEN

718-224-2700

212 1st Ave. (bet. 1st & 2nd St.)

## Zen Noodle Cafe

Try Our Ramen!

ZEN RAMEN + KIMCHI NOODLES

SET MENU \$9.50

11am-10pm

718-224-2700

www.zensushinyc.com

SUSHI 50% OFF

HAPPY HOUR 50% OFF

212-533-6855

11am-10pm

718-224-2700

<b>Queens</b>	<b>Golden Szechu</b>
37-40 81st Ave. Flushing, NY 11355	\$25.00
71-42 24th St.	

<b>Queens</b>	<b>Shore of Japan Asian Fk</b>
66-40 Cross Ave. Flushing, NY 11355	\$25.00
70-42 24th St.	

<b>Queens</b>	<b>SUSHI ISLAND*</b>
87-08 Queens Blvd. Flushing, NY 11355	\$25.00
70-42 24th St.	

<b>Queens</b>	<b>Golden West</b>
100-10 Northern Blvd. Flushing, NY 11355	\$25.00
71-42 24th St.	

<b>Queens</b>	<b>Watsons Sushi*</b>
37-44 81st Ave. Flushing, NY 11355	\$25.00
71-42 24th St.	

## Long Island

<b>Long Island</b>	<b>Seawoods</b>
200 Northern Blvd. Westchester, NY 10590	\$25.00
91-42 24th St.	

<b>Long Island</b>	<b>Seawoods</b>
501 Montauk Highway, Westbury, NY	\$25.00
24-02 40th St.	

<b>Long Island</b>	<b>Seawoods</b>
94-02 10th Ave. Westbury, NY 11591	\$25.00
52-02 40th St.	

<b>Long Island</b>	<b>Golden Japanese Grill House*</b>
8 38th St. Valley Stream, NY 11581	\$25.00
91-42 24th St.	

<b>Long Island</b>	<b>Isuzu</b>
214 Jamaica Ave. Far Rockaway, NY 11460	\$25.00
24-02 40th St.	

<b>Long Island</b>	<b>Koban Restaurant*</b>
200 Morris Ave. Westbury, NY 11591	\$25.00
91-42 24th St.	

<b>Long Island</b>	<b>Kobe</b>
902 Montauk Hwy. Great Neck, NY 11024	\$25.00
91-42 24th St.	

<b>Long Island</b>	<b>Kanzen</b>
471 104th Ave. Westbury, NY 11591	\$25.00
91-42 24th St.	

<b>Long Island</b>	<b>Kanzen*</b>
37-02 81st St. Flushing, NY 11355	\$25.00
91-42 24th St.	

<b>Long Island</b>	<b>Mama Restaurant*</b>
100 Montauk Hwy. Great Neck, NY 11024	\$25.00
91-42 24th St.	

<b>Long Island</b>	<b>Nagatsuna*</b>
214 1st Ave. Far Rockaway, NY 11460	\$25.00
91-42 24th St.	

<b>Long Island</b>	<b>Rock &amp; Sake Port WA</b>
88-02 1st Ave. Far Rockaway, NY 11460	\$25.00
91-42 24th St.	

<b>Long Island</b>	<b>Sapporo</b>
100 Montauk Hwy. Great Neck, NY 11024	\$25.00
91-42 24th St.	

<b>Long Island</b>	<b>Sea Restaurant*</b>
200 Montauk Hwy. Great Neck, NY 11024	\$25.00
91-42 24th St.	

<b>Long Island</b>	<b>Shore of Japan*</b>
401 3rd Ave. Far Rockaway, NY 11460	\$25.00
91-42 24th St.	

<b>Long Island</b>	<b>SUSHI KEN</b>
700 1st Ave. Far Rockaway, NY 11460	\$25.00
91-42 24th St.	

<b>Long Island</b>	<b>TABCO Restaurant</b>
101 104th Ave. Far Rockaway, NY 11460	\$25.00
91-42 24th St.	

<b>Long Island</b>	<b>Toku Szechu*</b>
101 Cross Ave. Westbury, NY 11591	\$25.00
91-42 24th St.	

<b>Long Island</b>	<b>Tony's*</b>
101 Cross Ave. Westbury, NY 11591	\$25.00
91-42 24th St.	

<b>Long Island</b>	<b>Restaurant Yamauchi*</b>
101 Cross Ave. Westbury, NY 11591	\$25.00
91-42 24th St.	

<b>Long Island</b>	<b>Toku's Palace Tea*</b>
101 Cross Ave. Westbury, NY 11591	\$25.00
91-42 24th St.	

## The Bronx

<b>The Bronx</b>	<b>GRAMA</b>
1001 Cross Ave. Bronx, NY 10454	\$25.00
24-02 40th St.	

## Westchester

<b>Westchester</b>	<b>Wagyu*</b>
201 Montauk Hwy. Westbury, NY 11591	\$25.00
91-42 24th St.	

<b>Westchester</b>	<b>Momiji*</b>
201 Montauk Hwy. Westbury, NY 11591	\$25.00
91-42 24th St.	

<b>Westchester</b>	<b>Nagatsuna</b>
101 Cross Ave. Westbury, NY 11591	\$25.00
91-42 24th St.	

<b>Westchester</b>	<b>Nishi</b>
101 Cross Ave. Westbury, NY 11591	\$25.00
91-42 24th St.	

<b>Westchester</b>	<b>Nishi*</b>
101 Cross Ave. Westbury, NY 11591	\$25.00
91-42 24th St.	

<b>Westchester</b>	<b>Sakura</b>
101 Cross Ave. Westbury, NY 11591	\$25.00
91-42 24th St.	

<b>Westchester</b>	<b>Sekai Restaurant*</b>
101 Cross Ave. Westbury, NY 11591	\$25.00
91-42 24th St.	

<b>Westchester</b>	<b>Tsuri*</b>
101 Cross Ave. Westbury, NY 11591	\$25.00
91-42 24th St.	

<b>Westchester</b>	<b>Tsuri</b>
101 Cross Ave. Westbury, NY 11591	\$25.00
91-42 24th St.	

## Upstate

<b>Upstate</b>	<b>Kanzen</b>
101 Cross Ave. Westbury, NY 11591	\$25.00
91-42 24th St.	

<b>Upstate</b>	<b>Kita House</b>
101 Cross Ave. Westbury, NY 11591	\$25.00
91-42 24th St.	

<b>Upstate</b>	<b>Sakura House NY</b>
101 Cross Ave. Westbury, NY 11591	\$25.00
91-42 24th St.	

<b>Upstate</b>	<b>Sakura House NY</b>
101 Cross Ave. Westbury, NY 11591	\$25.00
91-42 24th St.	

<b>Upstate</b>	<b>Sakura House NY</b>
101 Cross Ave. Westbury, NY 11591	\$25.00
91-42 24th St.	

<b>Upstate</b>	<b>Sakura House NY</b>
101 Cross Ave. Westbury, NY 11591	\$25.00
91-42 24th St.	

**TOMIYA**  
富屋  
JAPANESE GROCERY STORE

**OPEN UNTIL 4AM**  
Sundays 2nd

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[www.tomiyafoods.com](http://www.tomiyafoods.com)

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All Glass Drinks \$10.00

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Sapporo Draft Small → \$1  
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All the Appetizers and Drinks - half price!

**HIDE-CHAN  
RAMEN**

248 E 52nd St 2nd Fl  
(bet. 2nd & 3rd Ave.)  
**212-513-1800**



## New Jersey

[illegible]

## See

<b>New Jersey</b>	<b>Sage</b>	
2171 N. 4th Avenue, NJ 07033		\$125,000
302-487-4938		
<b>New Jersey</b>	<b>TAFSLUMP</b>	
504 E. 9th St., NJ 07033		\$125,000
302-487-4938		
<b>New Jersey</b>	<b>Togo Restaurant</b>	
466 Lakeside Ave., Carlo Di Fazio, NJ 07033		\$125,000
302-477-9202		
<b>New Jersey</b>	<b>Utopia</b>	
300 E. 9th St., NJ 07033		\$125,000
302-477-9202		
<b>New Jersey</b>	<b>Yokosuka 20</b>	
300 E. 9th St., NJ 07033		\$125,000
302-477-9202		

## Connecticut

<b>Gennepoul</b>	<b>Abis</b>	
2016 Gennepoul St. Dec 10/11 210000		227.45
2016 Gennepoul St. Dec 10/11 210000		227.45
<b>Gennepoul</b>	<b>Papi Garden Stalk House</b>	
100 days 10/11 Papi Garden Stalk House		227.45
2016 Gennepoul St. Dec 10/11 210000		227.45
<b>Gennepoul</b>	<b>Race</b>	
100 days 10/11 Papi Garden Stalk House		227.45
2016 Gennepoul St. Dec 10/11 210000		227.45

**CAFE**

[illegible]

KARAOKE

[illegible]

Model year (year)	Base Sample Size
2000	100
2001	100
2002	100
2003	100
2004	100
2005	100
2006	100
2007	100
2008	100
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2099	100
2100	100

[illegible]

2018



This effort has a long-term effect on all 50 different languages used on our website making it easy for the user to find products in their own native tongue. In the United States, we have a large number of Spanish-speaking customers. In the United Kingdom, we have a large number of French-speaking customers. In the United States, we have a large number of Chinese-speaking customers. In the United States, we have a large number of Chinese-speaking customers. In the United States, we have a large number of Chinese-speaking customers.

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## Karnataka Elect 38

<b>Karaoke Duet 26*</b>	
11:30-12:30 AM \$100 (cash) \$100 (credit)	\$50 (cash) \$50 (credit)
<b>On an Open</b>	<b>MM</b>
11:30-12:30 AM \$100 (cash) \$100 (credit)	\$50 (cash) \$50 (credit)
<b>Karaoke Tunes</b>	<b>Radio Star Karaoke</b>
11:30-12:30 AM \$100 (cash) \$100 (credit)	\$50 (cash) \$50 (credit)
<b>On an Open</b>	<b>Tutu Music Studio</b>
11:30-12:30 AM \$100 (cash) \$100 (credit)	\$50 (cash) \$50 (credit)
<b>On an Open</b>	<b>James 23</b>
11:30-12:30 AM \$100 (cash) \$100 (credit)	\$50 (cash) \$50 (credit)
<b>Wine &amp; Cheese</b>	<b>Apple Restaurant</b>
11:30-12:30 AM \$100 (cash) \$100 (credit)	\$50 (cash) \$50 (credit)
<b>Wine &amp; Cheese</b>	<b>Karaoke Club</b>
11:30-12:30 AM \$100 (cash) \$100 (credit)	\$50 (cash) \$50 (credit)
<b>East Village</b>	<b>Planet K</b>
11:30-12:30 AM \$100 (cash) \$100 (credit)	\$50 (cash) \$50 (credit)
<b>East Village</b>	<b>Second on Second</b>
11:30-12:30 AM \$100 (cash) \$100 (credit)	\$50 (cash) \$50 (credit)

First Village: Sing Sing Mts. Alt.

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### Recipe for Tempura

#### INGREDIENTS (Serves 6 to 8 servings)

- ☐ 1 pound raw extra-large shrimp or prawns, shelled, butterflied and deveined, leaving tail intact (about 18 to 20 pieces)
- ☐ 1/2 pound raw scallops
- ☐ 1/2 large cut in half
- ☐ 1/2 pound fat 1/2 inch cut in 1/2 x 1/2 x 1/2 inch pieces
- ☐ 1 large green pepper, cut in 1/2 x 1/2 x 1/2 inch pieces
- ☐ 1 food size onion, peeled and 1 large carrot, peeled and cut diagonally into 1/4-inch sticks at once
- ☐ 1/2 pound green beans or asparagus
- ☐ 1/2 pound green beans or asparagus
- ☐ Vegetable oil for frying
- ☐ Tempura Batter (recipe follows)

#### INSTRUCTION

- ① Wash seafood and vegetables thoroughly on paper towels, arrange on large platter
- ② Pour oil for frying at least 2 inches deep into electric skillet or a deep wide skillet heat to 350°F
- ③ Prepare Tempura Batter about 1 large egg thoroughly with whisk or hand mixer (beater) first mixing. Blend it 1-2 minutes until well mixed. Sprinkle 3 cups sifted cake flour evenly over egg mixture. With same wire whisk or beater, mix it flour quickly until flour is mixed well and large clumps disappear. Batter should be very lumpy. Do not stir batter after it is mixed
- ④ To fry shrimp, hold one at a time by the tail and dip into batter. Grate oil surface batter slightly and slide shrimp gently into hot oil. Repeat with 3 or 4 more shrimp. Fry shrimp about 1 minute, turn over and fry 1 minute longer or until slightly golden brown.
- ⑤ Dip and fry other ingredients in the same manner as shrimp. Drain tempura on paper towels, or on wire rack over cake pan. Shake off excess of soaked batter in oil using wire strainer
- ⑥ Serve immediately



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Recommended as their signature: Mommy's Fried Chicken, recipe courtesy of mommy herself, who used to own a fried chicken shop back in Thailand. Those boneless chunks of juicy and tender meat are coated in a thin batter and already seasoned to enjoy as is, or with sweet chili sauce. **Bangkok 2 Thai** sets themselves apart by offering many unique menu items, often switching up common Thai fare such as their popular *Golden Eggs* appetizer. Their large square shaped versions have a crispy fried wrapping filled with juicy and

savory ground chicken and shrimp, which goes perfectly well served with sweet and sour sauce. The portion size is almost a steal at \$5. Another eye catching new dish on the menu is their *Pad Nua Gai*. The twist on this classic dish is sure to tantalize your taste buds, with a crispy and chewy roasted duck complementing a sweeter style of pad Thai noodle and can't-missed onions.

The lunch specials for \$8.95 become popular with students and locals but their extensive menu with a large variety of dishes and special Thai treats are all low priced even for dinner. The appetizers are in the \$4-\$8 range which are great for sampling and sharing in groups and with most entrees between \$13-\$14. **Bangkok 2** will give you more bang for your buck at dinner time.



◀ Come for dinner time with friends to taste and sample signature dishes like Mommy's Fried Chicken (bottom left) and Golden Eggs (top right). Here treats cannot be missed with a special *Chester Thai* food too. Thai-style sweetened with lychee juice.

▶ Not your ordinary pad Thai, *Pad Nua Gai*'s roasted duck in chili-fried onions and noodles are a fun flavor and texture experience.



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Coming Up / **CHOPSTICKS NY**

May Issue (Published on 4/27/2012)

## B-kyu Gourmet (Casual, affordable Gourmet)

In response to the booming trend of B-kyu Gourmet, a unique food genre referring to casual affordable gourmet, the May issue of *Chopsticks NY* will be **B-kyu Gourmet Special Edition**. The editorial articles will demystify what B-kyu gourmet is and introduce B-kyu gourmet that you can eat right here in New York. If you're interested in acquiring a whole new customer base, please take this opportunity to introduce your B-kyu gourmet such as ramen, okonomiyaki, donburi, and side dishes to New Yorkers. If you purchase 16-page advertisements or larger by 3/30 (Friday), you will have your menu appear in an article for free.

For further inquiries or to request materials please call or email:  
**TEL: 1-800-535-6863 / 212-431-9970** [adsales@chopsticksny.com](mailto:adsales@chopsticksny.com)

**[Deadline]** Display Ad: 4/12/12 (Thu)





## Other Asian Restaurant Guide

52 Average prices for a three-course lunch or dinner for two

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**Upper East** **Oh!e's\*** **\$15** **L**  
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212-248-6000	10
Midtown West	Thai Select
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212-754-5505	22
Midtown West	Tropic Thai
124 W 30th St (at 5th & 30th St)	\$16
212-754-9555	16
Midtown West	Yum Yum 2*
102 W 19th Ave (at 49th St)	\$10
212-348-0005	10
Midtown West	Yum Yum Bangkok*
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212-692-4244	16
Midtown West	Yum Yum Thai*
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142 W 14th Ave (at 7th St)	\$16
212-648-4900	16
Chelsea	Yod Thai
174 W 14th Ave (at 7th & 14th St)	\$20
212-647-6000	20
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161 W 23rd St (at 6th & 23rd St)	\$20
212-645-4900	20
Chelsea	Respectful Thai*
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212-693-6000	10
Chelsea	Room Service
174 W 14th Ave (at 7th & 14th St)	\$20
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212-693-1000	20
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212-648-6200	11
Chelsea	Wongchit 2 Thai*
160 W 14th Ave (at 7th & 14th St)	\$10
212-648-6200	10

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# Let's Eat the Season

## - Plum -

Blooming right before cherry blossoms, plum blossoms are considered a bridge between winter and spring in Japan. In some areas, where the two flowers' blooming times overlap, people can enjoy both plum and cherry blossom viewings at the same time. Inspired by this, Misako-sensei has created a dessert that celebrates spring: Plum Wine Jelly. Although the harvest season of plums is early summer, the recipe calls for store-bought plum wine, which is available

all year round. Plum wine has a golden hue that goes perfectly with the gelatinous form of this dessert, which looks like a gemstone on your spoon. Here, Misako-sensei uses shochu-based plum wine with added sugar, but there are other kinds available: shochu-based with no sugar added, sake-based with sugar, sake-based with no sugar added, and plum wine with actual plum flesh in it. Use your favorite.

### Plum Wine Jelly



#### [DIRECTIONS]

1. Sprinkle gelatin over 1/2 cup of water and let gelatin "bloom" (soak granules of gelatin becomes enlarged in water) for 5 minutes.
2. Boil 1 cup of water with 1/2 cup of sugar and melt sugar completely.
3. Add bloomed gelatin and turn off heat.
4. When gelatin is completely dissolved, add 1/3 cup of water and 1 cup of plum wine.
5. Put mixture into your favorite container and float cherry blossoms on top (optional).
6. Cover with plastic wrap and let cool in refrigerator until firm.



#### [INGREDIENTS] (Serves 4 people)

- ☐ Water: 1/2 cup for "blooming" gelatin, 1 cup for melting sugar, 1/2 cup for adding at end
- ☐ 1 cup sugar
- ☐ 1 envelope gelatin
- ☐ 1 cup plum wine
- ☐ Soaked cherry blossoms (rinsed and soaked in water for a few minutes (optional))



*Tip: This easy, quick, and refreshing dessert is perfect for spring!*

**MISAKO SASSA**, Japanese cooking instructor/food consultant. Misako teaches authentic Japanese cooking, focusing on simple, delicious, and healthy home-style cooking using seasonal and local ingredients.

Website: [japaneseclassprinceton.com](http://japaneseclassprinceton.com)  
Cooking rules: [upfpage.com](http://upfpage.com)



## Grocery & Sake Guide

The following is a list of stores where you can buy Japanese food and sake.

Chopsticks available at [www.chopsticksnyc.com](http://www.chopsticksnyc.com)  
 \* Delivery not available to all areas

### GROCERY

M2M Easy & 1195		
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Katsugi & Co. Inc.*		
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212-350-8800		
Sawara Mart Midtown*		
101 E. 10th St. 2nd Fl. 11th Fl.	Japanese	
212-350-8800		
TORYA*		
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212-350-8800		
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201 E. 10th St. 2nd Fl. 11th Fl.	Japanese	
212-350-8800		
H Mart Has A3 Room		
101 E. 10th St. 2nd Fl. 11th Fl.	Japanese	
212-350-8800		
Wazirji		
201 E. 10th St. 2nd Fl. 11th Fl.	Japanese	
212-350-8800		
Japan Premium Bowl		
101 E. 10th St. 2nd Fl. 11th Fl.	Japanese	
212-350-8800		
M2M E Village*		
201 E. 10th St. 2nd Fl. 11th Fl.	Japanese	
212-350-8800		
Sawara Mart Astor Pl.*		
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## Sake Jargon vol.1

### DAIGINJO and GINJO



The percent of remaining grain size is an important indication of how a sake will taste. The sake classified in the "daiginjo" category uses rice which has less than 50% of its original grain remaining. If you find a sake labeled 50%, this would be a daiginjo sake because 70% of the rice was milled off leaving 30%. The lower the number, the smaller the grain. In general, the smaller number sakes are more fragrant, elegant, and better consumed chilled. The ratio of remaining grain size of the sake in the "ginjo" category is less than 60%, which means more than 40% of the rice grain is milled away.

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HOPE FOR JAPAN

## THE KUROGIOTO VOL. 29

## DISTILLING THE RICE SHOCHU LOVED BY ALL

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In the middle of the deep mountains of the Kyushu Highlands, there is a piping, wide open basin called Hitozaka Kama. This is the home of shochu distiller, Takahashi Shuzo, established in 1900. In this region, natural spring water gushes from throughout the foothills and each stream gathers in the Kama River running through the basin. For centuries, people in Hitozaka Kama have distilled shochu by using this pristine water along with the abundance of rice grown in the region.

The rice shochu made in this region is called

"Kama Shochu." Like Scotch Whiskey, Cognac, Brandy and Bordeaux and Chateau Wine, named after its area and designated by the World Trade Organization, Kama Shochu is a brand that is recognized worldwide. Presently, there are 26 breweries striving to distill delicious Kama Shochu. Takahashi Shuzo is one of these distillers, with their "Hakutsake Shiro" becoming popular nationwide as a top brand.

Kama Shochu is characterized with a strong flavor, originally enjoyed by just the local people. In 1991, Takahashi Shuzo employed a new technology

using a reduced pressure distillation system and successfully created a soft aroma and taste so more people can appreciate it. This revolutionary Kama Shochu laid to the birth of Hakutsake Shiro. "Hakutsake Shiro" is made using this method. While maintaining the rich aroma of rice it successfully gives a mild, smooth, easy-to-drink fresh making it the King of Kama Shochu, which appeals to people across the country.

Under the company philosophy—to bring people closer together locally, nationally and internationally through rice shochu, Takahashi Shuzo continues to make shochu that accompanies moments of happiness. Working for shochu to be spread to people overseas in the future, they plan to hold events like shochu seminars and tastings. Although Hakutsake Shiro is Takahashi Shuzo's signature brand, they produce a variety of rice shochu as well as plum wine and liqueurs. Currently, "Hakutsake Shiro" is the only brand from the distiller available to drink in the U.S.

Takahashi Shuzo Co., Ltd.  
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## THREE THINGS YOU SHOULD KNOW ABOUT TAKAHASHI SHUZO

Since its establishment in 1900, Takahashi Shuzo has strived to produce shochu that deep people claim top class. The achievement of its history comes in 1978 when they employed a new distilling method called Reduced Pressure Distillation method to obtain a smooth and mild flavor. Using the latest technology equipment, and thorough research in response to customer's needs, Takahashi Shuzo continues to pursue a flavor and style that can be loved by all.



There is a strong aroma and rich taste, even for women, who normally don't drink shochu. It is easy to drink. Like wine, Hakutsake Shiro can be enjoyed with a meal and it is recommended as the main drink when lost with stress. If cooking on the table, it goes well with food foods, yakitori and roast beef. Drinking it makes you feel like fish dealer like confident and stable.



People are able to enjoy shochu to everyone in the country thanks to the quality characteristics and mild nature of the "Kama Shochu Master Hakutsake Shiro Shochu" was established in Kumamoto City in Kumamoto Prefecture in May 2005. Through learning and love, bringing people are exposed to the history, culture and manufacturing of Kama Shochu.



# TATENOKAWA : Sake With Many Layers

Hosting 150 kinds of sake from all across Japan, Kirakuya is a destination *sakaya* for those who want to try rare *jozake* (locally brewed craft sake). On April 17th, the restaurant will be dedicating an event to their newest addition to their sake list, the TATENOKAWA line, which just arrived in the U.S. We asked sake sommelier, Mr. Akaboshi, his thoughts behind the new additions.



**Why did you decide to add TATENOKAWA to your menu?**

I like everything from TATENOKAWA, but what I really fell in love with was their *regan*, TATENOKAWA Dakeyuu. It is a *jamae daigyo*, and has the greenish, sweet aroma of melon, yet also the aroma of guinea fowl. The carbonation then wraps around the two flavors, balancing it. It's a very interesting combo, one I had never come across in a *regan* before. I rarely see a *regan*

as with so much depth and complexity.

I thought this sake would go well with a lot of interesting things.

**How would you describe the other TATENOKAWA sakes?**

In general, I think TATENOKAWA is a brand that has many layers, and a very wide range of flavors, therefore easy to pair with. The other very interesting thing about all TATENOKAWA sake is that they really change with temperature. The TATENOKAWA 50 has some lychee, and young grape, and mineral aromas, as well as a refreshing coolness about it. When you drink it, it's very gentle on the tongue and has a well-balanced roundness. TATENOKAWA 33 has an aroma of strawberry flowers, and again that same mineral aroma and the refreshing coolness, as well as a nice clear finish. They are both gentle on the palate, but have strong cores.

**What would you pair TATENOKAWA with?**

The *regan* would be a great aperitif and would go really well with something sweet and salty like *melon* wrapped in *prosciutto*, or *hard cheese*. The 50 would go with something having a strong *dashi* flavor, like jellied *conserve*, *shishime* *naraban* (pickled snail), or something vinegary, or even lean meats. The 33 is

very much like a nice white wine, so it would go well with a variety of Italian dishes like cold or hot *pasta* with tomato sauce, anchovy, as well as creamy things. I think *umai* (plum) is also a great match so anything marinated in it, or cooked with it like *hens*, would work well.

**Would you tell us about TATENOKAWA NIGHT on April 17th?**

From 7 pm to 10:30 pm, we will serve TATENOKAWA 33 and 50 at discounted price and customers who order either 33 or 50 by the bottle will receive TATENOKAWA original *masu* (wooden sake cup). Free *tasting* is also available, so enjoy the newest flavors in the city.

## Kirakuya

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# JAPANESE FISH BRIGHTENS UP COASTAL ITALIAN DELIGHT

When Marva opened in 2009, Michael White, the Wisconsin native who has become one of the most influential Contemporary Italian chefs in America today, had one thing on his mind for his new creation, the Italian coast. From its location on Central Park West to the simple, yet elegant decor, everything about this Michelin star restaurant says top-tier, including the carefully selected ingredients for the Italian seafood fare. "We constantly work with multiple distributors for ingredients to ensure we always get the best quality, as well as variety," explains Executive Chef, Jared Gadbaw. But when it comes to top quality fish, he says "there is nothing like Japanese fish". This may be strange coming from a chef of a true Italian restaurant, where their famous *fascia* with Octopus and Bone Marrow is the star, but one of the unique aspects of this restaurant is the fact that they are so ingredient driven, they use a lot of traditionally non-Italian seafood to create their contemporary Italian coastal menu. Their efforts to get the best products from the sea lead them to Japan, or True World Foods to be exact.

"We've had an open door policy with True World Foods since 2009, meaning if they have anything good, we'll take it, whatever it is," says Jared. The benefit of going through a Japanese distributor like them is "the consistency and quality of great products we get. Japan's history with fish gives them a tremendous level of respect for it. The care of packaging and handling put into the product is amazing from beginning to end. Products are always pristine, as if it just came out of the water, and the variety is great," he explains. At Marva, Japanese fish used for many of their famous crudo (raw) dishes include fish native to Japan, such as *akamutsu* (bluefish), *utterfish*, *mejuna* (mudfish), *akame* (greenling), *sanma* (mackerel pike), *sayori* (wood fish), *shima-aji* (striped jack), *sardines*, *meda* (sea bream), *akayagaro* (trumpet fish), *meda* (blue mussel) and more.



Marva's Crudo



Marva's Chef, Jared Gadbaw

"Our motto is first and foremost, the taste of the fish itself. We merely accentuate the flavors of the fish with Italian spices and oils." That's where True World Foods' knowledge of their products becomes crucial. "We are an Italian restaurant, but we do use some Japanese techniques like using the knife a certain way, or *yubiki*

(pouring hot water on fish to cook slightly) to optimize the flavor of ingredients," Jared says.

Inspired by the Japanese way, using parts of fish traditionally not used in Italian cuisine is also one of the trademarks of the restaurant's contemporary style. Like the Halibut *Fin* *Asoto* or using grilled but (yellowtail) skin as toppings. Great distributors like True World Foods comes hand in hand with great restaurants, as fabulous ingredients continuously inspire new ideas. The sheer selection of fish available from Japan today, in fact, has inspired Marva to create a new chapter in the menu, a *kaiseki* style Italian tasting menu which is sweet music to the ears of seafood lovers everywhere, and will surely be the talk of the town when it arrives later this year.



Marva's Chef, Jared Gadbaw



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# MONO-logue

"Mono" means "thing," "object," or "product" in Japanese, but it also implies that the thing has quality. In this corner, we introduce "mono" that characterize Japan's spirit of constant quality improvement.

## Vol. 20 - MONO of the month

### Yakult

In recent years, probiotic yogurt and drinks have become increasingly popular in the U.S. and many brands from Western corporations such as Dannon and Nestle can be found in supermarkets all over the country. However, decades before the probiotic boom in the U.S., the first probiotic drink, Yakult, was manufactured and sold in Japan.

Yakult was the brainchild of Dr. Minoru Shirota, who contains the probiotic bacterial strain *Lactobacillus casei Shirota* named in his honor. Influenced by Nobel Prize winning scientist Dr. Elie Metchnikoff who studied the effects of lactic acid bacteria on health during his research at Kyoto University in the 1900s, Dr. Shirota cultured a bacterial strain that could survive the harsh conditions of the stomach and reach the intestines alive. The health benefits work by improving the intestinal microbial balance and suppression of harmful bacteria. This discovery promoted preventative medicine and the philosophy that maintaining intestinal health through regular ingestion of probiotic "friendly" bacteria, leads to a healthy long life.

To ensure people would ingest the bacteria daily, Dr. Shirota added it to a delicious yogurt-like drink. In 1935, Yakult, the first probiotic drink, was born ["Yakult" means yogurt in Japanese, the proposed universal language created in the late 1800s]. Yakult then became a huge success in Japan. A standard bottle contains around 8 billion live active healthy bacteria.

Using Shirota probiotic bacteria, the Yakult company developed a variety of yogurt products in many flavors, which are not yet sold in

the U.S., including drinkable yogurts containing different amounts of Shirota bacteria, low-sodium versions as well as products for specified health use, such as yogurt containing (GABA) - gamma-aminobutyric acid, suitable for persons with increased blood pressure and even collagen targeted for women's beauty. Sochi, a regular thick type yogurt, which contains the Shirota strain of probiotic bacteria comes in various flavors and is now available in the U.S.

Over the past 77 years Yakult has spread to over 30 countries, becoming the world's leading probiotic beverage. It has been available in Asian grocery stores in the U.S. since 1993 and recently, it is becoming available in some general supermarkets as well. So drink up, and you can live Dr. Shirota's philosophy of health and longevity through friendly bacteria.

#### Yakult Honsha Co., Ltd.

Established in 1905 by Dr. Minoru Shirota, developer of *Lactobacillus casei* strain shirota. Commonly known as Yakult, the company is the leading figure in the probiotic beverage industry in Japan. In addition to the food and drink business, they also deal with cosmetics and pharmaceutical products. Also, under the company mission, "Contributing to the health and happiness of every person around the world," they actively sponsor sports events and support sports teams such as baseball, track and field, swimming and basketball.  
[www.yakult.co.jp](http://www.yakult.co.jp)

#### Yakult U.S.A., Inc.

Yakult U.S.A., Inc. is a subsidiary of Yakult Honsha Co., Ltd. and has headquarters in Torrance, CA. It supports Yakult's business in the United States and Canada.  
[www.yakultusa.com](http://www.yakultusa.com)



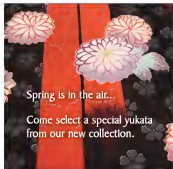
Yakult contains 8 billion live and active probiotic bacterial strain *Lactobacillus casei Shirota* per bottle (80 mL/3.1oz.). The bacteria help balance your digestive system.



Dr. Minoru Shirota (left) envisioned preventive medicine and the benefits of probiotics. The discovery of the probiotic bacteria *Lactobacillus casei Shirota* (right) and the invention of Yakult pioneered probiotic industry.



Sochi is a Japanese style (firm and light texture) yogurt with *Lactobacillus casei Shirota* probiotic bacteria. It comes in three flavors: vanilla, strawberry and mango.



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**■ Highlights:** Cultural Exchange with students from Japan, Video Production Workshop focusing on various neighborhood of New York City, Japanese Language Classes (all levels: beginners to advanced), Election Classes, Japanese History, Current Affairs and Arts & Culture and, Hands-on Cultural Experiences (Japanese noodle "udon" making), martial arts workshops, line dancing and ballroom, and much more!! Sports Activities, and Field Trips

**■ Participants:** 90 Participants (Residential Program) (A limited number of day student slots are available)


**■ Ages:** Middle & High School Students

**■ Program Fees:** \$3,000 residence, \$2,400 day student. Financial aid available, please inquire. The above fee applies to non-free English Language learners.



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(Subject: English) on the same day

**RSVP and Contact Information**

**KEIO ACADEMY of NEW YORK**  
Summer Program Admissions Office

**5-College Road Purchase NY 10977**  
Tel: 845-761-9545

**Email:** [info@keioacademy.org](mailto:info@keioacademy.org)  
<http://www.keioacademy.org/summerprogram>

# LEARNING JAPANESE (AND HAVING FUN, TOO!)

For many Americans, *karaoke*, *geisha*, and *anime* might be the only Japanese words they know. Since Japanese has no common base with English—and a completely different writing system—learning Japanese can be understandably daunting. But there is hope! The Japan Foundation, New York has partnered with the Nippon Club at its convenient Midtown location to offer reasonably priced Japanese language courses for beginning, intermediate, upper intermediate, and advanced students.

All classes follow the Japan Foundation's JF Standard for Japanese Language Education, which is structured around very specific outcomes, known as "can-do" statements (for beginners, one "can-do" is talking about favorite foods, for example). The Japan Foundation's Japanese classes are the only ones in the NY area to follow the Common European Framework of Reference for Languages (CEFR) guidelines, and this outcome-based approach helps to give students a clear idea of what they can expect to learn as well as a sense of accomplishment after each lesson. The classes also incorporate the culture of Japan, which is intertwined with the language. (When learning how to introduce themselves, for instance, students learn not only how to say their name and title, but also how to present *meishi* [business cards] and about their importance in Japanese culture.)

I recently sat in on a beginner course taught by Ms. Ran Hirsch, a native of Japan who has taught Japanese at the University at Pennsylvania. Ms. Hirsch makes learning Japanese seem manageable as well as enjoyable. She noted that there is much to accomplish in the beginning class: not only learning to speak and listen in Japanese, but also to read and write. Students learn both *hiragana* (the simplest writing form in Japanese) and *katakana* (the writing system for foreign words). This might sound like a lot, but *hiragana* and *katakana* both have only 46 characters (each of which represent different sounds in Japanese) and once you learn those, you can write anything.

The goals for the beginning class include having simple conversations, so there were several opportunities during the 90-minute session for the students to move around the classroom and practice what they were learning. The class uses a textbook as well as activities from a workbook but is highly interactive with Ms. Hirsch using a whiteboard to review class notes with the class and reinforce the day's lesson. As someone who has tried learning Japanese on my own and also studied in different classroom settings, I was struck by the nice balance of instruction and practice in this class. It seemed both serious—in that one would come away with a good beginning foundation of Japanese—and fun.

Ms. Hirsch finds that the "can-do" approach has been very helpful, allowing students to "feel their accomplishments." The students seem to agree; Gordon Bowling, who works for a Japanese company, praises Ms. Hirsch as "very patient, very encouraging," while Jerome Zullke, who had previously been studying Japanese on his own, has found the class very friendly and "tailored to each student's needs."

The cost is \$300 (plus a registration fee) for ten sessions (90 minutes/lesson, for a total of 15 hours). Five-session courses on mastering *hiragana* and *katakana* (a total of 5 hours of instruction for each) are also available.

—Reported by Kate Wilkerson

**JF Japanese Language Course**  
www.jfy.org/english/service/na  
www.support@jfy.org/na

Japan Foundation  
102 W. 57th St., New York, NY 10019  
Tel: 212-460-3255

The Japan Club Inc.  
145 W. 57th St., New York, NY 10019  
Tel: 212-460-3222



1 Ms. Hirsch reviews *katakana* with the students. 2 At the end of the session, students take a short quiz. 3 In one of the many opportunities for conversation during the class, students take turns talking about their favorite foods. 4 The Japan Foundation Japanese textbook and workbook is filled with images to help reinforce the language concepts.



## Nihongo YOMOYAMA Talk

Yomoyama literally translates as "mountains in all directions" but is used to mean "miscellaneous things." Here we randomly pick a topic and take you deeper into the complex world of the Japanese language.

### Weather 3

Building on the lessons from previous months, you will continue to learn about expressing weather conditions. This month, we will introduce phrases that are used to describe past progressive conditions as well as changes in weather conditions.

#### 1. Past progressive

(**can**) + **ga** + (**te-form of a verb**) + **imashita**

To make the past progressive form of a verb, you simply change the "masu" of the present progressive form to "imashita." Compare the following examples:

Ame ga **furimomaru** (It's raining.)

Ame ga **furimashita** (It was raining.)

Tsuyu kaze ga **fukimomaru** (A strong wind is blowing.)

Tsuyu kaze ga **fukimashita** (A strong wind was blowing.)

It's good to remember these structures as a pair.

#### 2. Expressing a change of condition that has been completed

(**noun or na-adjective**) + **ai** + **natte** + **kimashita**

(**na-form of i-adjective**) + **atte** + **kimashita**

These are used to express a change of condition that is now completed.

Azabakko **natte** **kimashita** (Ame datta on. (It has gotten worse. It's spring, isn't it?))

The following structures are used to express change in the future.

#### 3. Expressing a condition that is going to change

(**noun or na-adjective**) + **ni** + **natte** + **kimasu**

(**na-form of i-adjective**) + **atte** + **kimasu**

Go-gatsu dore. Karikasa motto atatakaku natte **imasu** (It's May. It's going to get warmer from now on.)

You can see from these two examples that it's easy to use "kimashita" and "kimasu" depending on what you are going to say.

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[www.jfny.org/language/overview.html](http://www.jfny.org/language/overview.html)

[www.nipponclub.org/culture](http://www.nipponclub.org/culture)

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152 West 57th St., New York, NY 10019  
212-488-5275 / [info@jafny.org](mailto:info@jafny.org)

# Discover Kanazawa

Kanazawa may just have been Japan's best kept secret. Until now. No other place in the country offers visitors the unique chance to experience—within one city—all the wonders of Japan: from the traditional past to the present, modernity and everything in between. A one-stop portal to the historical, culinary and artistic culture of Japan, Kanazawa has something for every one.

A walk through the city of Kanazawa, the capital of Ishikawa prefecture on the northern coast of mainland Japan, encompasses the well-conserved samurai quarter, three active geisha districts, a beautifully preserved historical architectural townscape, active artisans' studios and some of the most delicious food and sake ever tasted. Featuring four distinct seasons and bordered by the Japan Alps, the region of Kanazawa is a perfect destination for doing, hiking Mt. Hakusan, enjoying the area's dynamic flora and fauna and concluding with a visit to a nearby ocean.

Kanazawa has been actively producing quality arts and crafts for generations. As the top producer of gold leaf in the country, which is used in multi-e-arts, crafts, makeup and decorations, Kanazawa is also known for its bamboo, lacquerware, textile and ceramics. Today, designated National Treasures and other artisans continue age-old artistic traditions as well as

develop new art forms, fusing the old with the new. Its location also makes it a prime source for unforgettable sake and arguably the best sushi in the world. World-class chefs have traveled to Kanazawa for its fresh ingredients, to rethink energy consumption and to taste Kanazawa's cuisine culture. It's been said that once you come to Kanazawa, you will never want to eat sushi anywhere else; again, a risk that visitors may have to take.

Visitors can now experience this thriving region of Japan first-hand and behind-the-scenes. Discover Kanazawa, a destination management program, offers tourists once-in-a-lifetime sensory experiences with the aid of translators, such as visiting artisans in their homes and studios, privately touring the 21st Century Museum of Contemporary Art or with the curator, shopping for retail ingredients at the markets with local chefs before eating at their restaurant that evening.

The online English-language magazine, Art of Japan Kanazawa, complements these rare offerings with detailed articles and information on participating artisans, seasonal events and sites of interest. There is also a Build Your Itinerary feature to help plan a trip to Kanazawa and connect with local artisans, chefs, historians and other people of interest that are committed to turning your trip into a treasure.



The city is nearly irresistible, affordable and manageable for the non-Japanese speaking tourist. Kanazawa's distinct seasons make it a great place to visit year-round.



Located by the Sea of Japan, Kanazawa is a one-hour gateway to Japan's rich, traditional and modern culture. Currently two hours from Kyoto and easily accessible from local airports, Kanazawa will also be directly linked to Tokyo by bullet train in 2014.

## KAGA AND THE MAEDA CLAN

To understand why so many cultural and historical characters remain in Kanazawa, it is helpful to look at its golden age, which spanned Period (1800-1868). Kanazawa was the central area of Kaga, the domain governed by the Maeda Clan. Commercially thriving and agriculturally rich, Kaga was the richest district in the period in terms of gross profit thanks to the excellent governing strategies of the Maeda Clan. It reformed the agricultural system, promoted arts and crafts, encouraged education and naturally its cultural level improved. Often compared with Kyoto, Kaga has its own style of beautiful ceremonies, legends, wabi Japanese paper, gold leaf, and dyeing techniques known for its colorful and beautiful overtones.

### Traditional Arts and Crafts in Kaga

**Kutaniyaki (ceramics)** With striking colors and intricate patterns, Kutaniyaki is one of the most highly-regarded porcelain vessels in Japan. It was created over 350 years ago and has developed into several styles while maintaining its essential aesthetic, combining elegance and gracefulness from the samurai culture.



**Shibubiki (lacquer)** Known for its white-on-dark decoration, Kaga shibubiki was created at the time when the third lord of the Maeda Clan promoted arts and crafts in the early 17th century. Originally made for official use as well as gifts, the beauty of the crafts was a shared perfection.

**Shibubiki (lacquer)** Known for its white-on-dark decoration, Kaga shibubiki was created at the time when the third lord of the Maeda Clan promoted arts and crafts in the early 17th century. Originally made for official use as well as gifts, the beauty of the crafts was a shared perfection.

**\*Find more about the Art of Japan Kanazawa at [www.kanazawa.com](http://www.kanazawa.com) and visit Discover Kanazawa at [www.discoverkanazawa.com](http://www.discoverkanazawa.com) to plan your next trip.**

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**Charms in Japan**

**Term Term Bozu**

If you would want to wish someone to be fine, what would you do? In Japan, people hang Term Term Bozu, a white doll which looks like a Marshmallow Man, under the covers for making a list die. Term Term Bozu doll is easily made, and even small kids can do it. 'Wid up the cotton for soft (wasu) paper to make the head of the doll and place it in the center of a square cloth. Then, wrap the cotton (or wasu) ball in the cloth and tighten it with thread or ribbon to make the neck. Finally draw eyes and a mouth on the head. Although there is no scientific proof of the doll's power, children often make it before their school trip or field day.

Courtesy of Etsuko Nakamura (<http://members.atjapanlink.jp/etsuko/>)  
 Illustration by Mikiho Kurosaki

## MANGA REPORT

## Health, Beauty and Fashion Manga

By Tazuko Nomura

Although surprisingly there are not a whole lot of beauty, fashion, or health-themed mangas out there compared to other genres, there are a few titles that have made their mark in the manga world for their unique takes on the subject. Here are a few that deserve a mention.

#### 1. *Halfie Shaker* by Kyoko Okazaki

This is an older piece, originally released in 2003 but because a movie version starring Erika Sawajiri is scheduled for a release this spring, readers in Japan are picking it up again. The author is known to take on controversial subjects, and this one is a story about an unattractive, overweight girl who becomes a top model after plastic surgery, but she gradually detaches herself mentally and physically from the pressures around her. The piece has won the author the 2003 Excellence prize at the Japanese Media Arts Festival and the 2004 Osamu Tezuka Culture Prize.

#### 2. *Kanoko No Moko* (Cosmetic Magic) by Mamioka Akoune

From the basics of makeup to how to achieve a

total makeover, the main character Reiko Takagi, a cosmetic sales woman, gives useful beauty tips to every woman she encounters, believing every woman can be beautiful. It informs her if she hears anyone say otherwise. Her catch phrase is "I can make you beautiful in just two weeks." Full of actual tips readers can use, it has quickly become a beauty bible for girls in Japan. TBS (Tokyo Broadcasting System) has created a TV drama version.

#### 3. *Thomara Kanaoka* by Mori Yuzuriko

The comedy that won the 14th Tezuka Osamu Cultural Prize has the most bizarre and unique combination of settings, modern Japan and ancient Rome. Lucius Maderius, who lives in 128 AD Rome, is facing a roadblock in designing a bath, two one day when he is bathing in a Roman bath, he is sucked into a drain, taking him to a bathhouse in modern day Japan. Since then, he is time and time again brought back to Japan, each time bringing home the Japanese bath and health customs he saw to his own country and to his designs. A live action film adaptation is scheduled for a release this spring.



#### 4. *Osamu no Shiteyori - Sute Fuite* by Okawara Ton

Set in Naples, Italy, the story follows a young Japanese man who trains under a legendary Italian tailor to become world-class in his profession, eventually taking over the business from his master. The title is popular for its intricate storytelling and many great tips on suit etiquette that all men should know. With great research put into the subject, the title also uncovers the great in-depth world of tailoring most never knew existed, capturing the curiosity of male and female readers alike.

#### 5. *Shinetsuumei Monogatari* (Kawaii Girl) by Mamioka Akoune

This is a story about two girls from opposite style poles who form an unlikely friendship, as one is a Lolita girl (girl who wears Lolita-inspired: cute and lovely fashion) and the other is a Yanka (Japanese look-alike). The author Novato, is a fashion designer himself, who created The Hello Kitty Pair Lolita line under the Baby, The Stars Shine Bright label. Originally a novella, it was adapted to manga which was then released in the U.S. in 2006. A movie was also made the same year.



Tazuko Nomura

Japan's most read manga related profiles for Kinokuniya bookstore's Multicultural section. Her recommendations are in *Halfie Shaker*.

**Kinokuniya**

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HAPPENINGS

## REPORT

FIRST FROM JAPAN —

TRADE SHOWS AND EVENTS OF NEW JAPANESE PRODUCTS AND DESIGNS



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2. A CD with sample images you would like to use for covers. You also can include your portfolio on the CD.
3. Your resume. (Please mail all of the materials to the address below)

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#### PRIZE OF THE MONTH

The New York Auto Show is an available combination of new ideas, technological innovation, futuristic concept cars and nearly 1,000 of the latest vehicles. One million people are expected to attend the show, which will be held from Friday, April 6 to Sunday, April 15 at the Jacob Javits Convention Center. Ticket prices are only available for pick-up at the Chopsticks NY office on Wednesday, April 4 or Thursday, April 5 from 12 to 5 PM.



Q1 Please tell us the title of the article that you find most interesting and why.

Title \_\_\_\_\_

Why I liked it \_\_\_\_\_

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## Lecture/Forum/ Film/Festival

April 8-12, 21-22

MIS: Film Screening and Ticket Giveaway



Ending the documentary trilogy of the infamously unknown story of Japanese American soldiers during WWII, director Junichiro Suzuki's MIS will finally have its theatrical release at both QUAD Cinema and Japan Society in New York. The Japan Society will have a double screening, also playing the second installment of the trilogy, AOT. A pair of tickets will be given away to interested Chopticks NY readers. Please email your name, email address, phone number and the name of your choice of choice to info@chopticksny.com by Apr. 10. Tickets available are for the Japan Society NY screenings on Apr. 22 (Sun) 10am at \$20 per fee 400 (pair of tickets to 2 p.m. [4 total]) or at 7 pm for \$65 (pair of tickets to 2 p.m. [4 total]). The winner will be contacted by e-mail.

Location: (MIS) Quad Cinema 34 W. 13th St. (bet. 5th & 6th Ave.)

New York, NY 10011

TEL: (212) 313 2343

www.japansociety.org

Japan Society New York

Location: 333 East 63rd St., New York, NY 10022

TEL: 212-422-1155

www.japansociety.org

Info: www.misfilm.com

Ticket giveaway: info@chopticksny.com

April 23, May 7, 14, and 21

Introductory Class for Zen Archery

Toko KUROKAWA, Inc.

Ryudo means "the way of the bow." The practice of Zen Archery is making meditation "Toko Kurokawa will offer a beginners program on 4 consecutive Mondays in April. This "first shot" program introduces new students to the 7 core disciplines and will give them the foundation to continue with weekly classes. The fee is \$200 and includes 4 weeks of the program and 4 additional weeks of device. Equipment is

also included. To register please visit Toko's web site. They are also having a Zen archery demonstration on Apr. 22 at 1:30 pm over at above.

Location: 125 W. 25th St. 4th Fl. (bet. 6th & 7th Ave.)

New York, NY 10011

TEL: 212-432-6009 / www.tokokurawa.org

For Zen archery demonstration: German Institute

140 W. 11th St., New York, NY 10011



## Event

March 30, 31, and April 1

Ramen Battle 2012

Mitsukawa Marketplace

A three day Ramen Battle will take place on the Mitsukawa Marketplace grounds from Mar. 30 to Apr. 1. A total of 9 ramen flavors from the top 10 as popular over-the-counter brands (Miyagi, Soba Noodle and Yamanashi) will be sold

and sampled to compete for popularity amongst customers. Product development staff from each ramen brand will participate in the event, and customers will be able to talk with them about their ramen dishes in person. The tastings will be held from 11 am to 7 pm on the battle days, with each ramen sold at a special price from Mar. 30 to Apr. 1.

Location: 305 Bow St.

Albany, NY 12202

TEL: 518-483-8103

www.albanyarea.org/english

April 11, 12, and 25

Taste of Asia Event

Asia Culture Exchange Organization

The Asia Culture Exchange Organization, a nonprofit organization dedicated to promoting an increased mutual understanding and cooperation between different cultures, would like to invite you to a "Taste of Asia", an event that is being held every Wednesday from 6 pm to 8 pm to serve the community. It starts on Apr. 11, and proceeds on the 18th as well as the 25th at "Chon Chon Korean Restaurant". They will be promoting some of Asia's most famous and delicious cuisines, and each cuisine will be accompanied with a presentation by the Chef, exploring the nuances of each dish. Entry fee is \$10 for Asia Culture Exchange's members, \$20 for non-members. Please visit their website for more details.

Location: Chon Chon NYC

40 W. 34th St. (bet. 34 & 35 Ave.)

## Event Features

### Sakura Matsuri Festival 2012

The cherry blossom, or sakura in Japanese, is one of the most popular symbols of Japan and one of Japan's national flowers. In 1912, Japan gave the U.S. 3,000 cherry trees to celebrate the friendship shared by our two countries. Now, 2012 will mark the 100th anniversary of this gift to the U.S. from Japan. Throughout the tri-state area and abroad, a variety of events are celebrating cherry blossoms and Japan-US friendship will be planned with fun and exciting activities, demonstrations, musical performances, and much more!

April 14

12th Street and Penna-  
mon Ave., NY

Washington, DC 20004

www.sakuramatsuri.org



April 15

Pennsylvania Park (New Rochelle Garden)

Montgomery Drive & Belmont Avenue (J.R. Cox 343)

Philadelphie, PA 19121

http://sakura.pennsylvania.org

April 28 - 29

Brooklyn Botanical Garden

509 Washington Avenue

Brooklyn, NY 11225

www.bbg.org/sakura/2012

May 3

Charles F. Wang Center Stony Brook University

Stony Brook, NY 11794-6046

http://stonybrook.sakurafestival.com

May 4

Tenney Park

20 Lake Street, White Plains, NY 10622

www.cityofwhiteplains.org

New York, NY 10029  
Info: [www.ahsusa.org](http://www.ahsusa.org)  
Tel: 319-831-3799  
office@ahsusa.org

#### April 12

##### Hokkaido Premium Potato Shochu Meet us in

Utsa no is a peaceful shop serving small dishes through nostalgia and hearty home cooking, with a selection of over 60 kinds of Shochu to enjoy. Do it for 29 from 3 per there will be a Hokkaido Premium Potato Shochu event. Hokkaido, distilled by Kyoji Doi & Co. is a sweet in Hokkaido Prefecture, is characterized by a bold and persistent flavor. It is versatile in pairing and especially known as a superb match with equally bold cuisine like yakitori, barbecue and teriyaki. For the coming cherry blossom season, you can enjoy a course of spring vegetables and seafood or meat and rice dish with all you can drink Hokkaido Premium Potato Shochu for 2 hours for \$40 per person (tax and service charge not included). Limited to only 20 people, please reserve early.  
**Location:** 46 E 3rd St., (for 4 E 3rd Ave.)  
**New York, NY 10002**

Tel: 446-424-1722 / [www.donchuananishochu.com](http://www.donchuananishochu.com)

## Happenings

#### 20% Discount for Chopticks NY Readers

##### Reika's Hair & Makeup

New customers will get 20% off a wedding trial and all salon services like haircuts, makeup and updos from hair and makeup artist, Reika Margly, who specializes in weddings. Refer a friend and get 20% off your next visit. A new Head Spa service has been added, which involves massaging the scalp to properly improve blood circulation and helps tighten the skin of the face. Regular 1 hour Head Spa includes blow dry to \$68, with 90 min Super Head Spa which includes face massage offered at \$90.

**Location:** 256 W 156 St., (for 26 E 4th Ave.)

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**Location:** 344 Park Ave., (for 4th E 11th St.)

**New York, NY 10017**

Tel: 312-663-6123 / [www.absolutepiano.com](http://www.absolutepiano.com)

#### Free Treatment or Color Class, or 30% Off All Services

##### Tokugawa Salon

Located in a stylish setting, this relaxing hair salon, located in the quiet residential area of the Upper East Side, offers a special promotion for Chopticks NY readers and new customers only. Customers can choose one offer from either a free treatment, a free color class or 30% off all services. With many experienced Japanese stylists, these professional specialists specifically in cut or color. Prices are affordable with cuts for men from \$45 and for women from \$60.



**Location:** 232 E 82nd St., (for 2nd E 3rd Ave.)

**New York, NY 10028**

Tel: 446-446-4363

347-422-9296

Info: [www.tokugawa.com](http://www.tokugawa.com)

#### 20% Off All Services for Chopticks NY Readers

##### Curvy Lookies & Hair

Specializing in eyelash perm, eyelash lashdown, hair, Alameda offers personalized service using the current highest quality of products and innovation. Until Apr 30, Chopticks NY readers can get 20% off all services. The eyelash perm, while not well known in New York, is very popular and fashionable in Japan. Unlike extensions, the eyelashes will not break, causing natural beautiful curls that last up to 4-5 weeks. Also recommended for dry and damaged hair is the Natural Hair Color that keeps your hair healthy.

**Location:** New York: 122 5th Ave.

(for 10th E 26th St.), 2nd Fl.

**New York, NY 10003**

English phone: 312 W 29th St.

(for 36 E 4th Ave.), Sun 2/0

**New York, NY 10001**

Tel: 347-423-2493

[www.curvylookies.com](http://www.curvylookies.com)

#### Spring Promotion for Chopticks NY Readers

##### Willem Day Spa

A legitimate facialist carefully diagnoses your skin to provide treatment tailored to the individual. Chopticks NY Readers can get 20% off the regular facial menu for new customers only until May 31 and antioxidant facials, rega-



## Shochu & Awamori Tasting Contest

The first round of the first ever Shochu and Awamori Tasting Contest was held at the Grand Hotel on Feb 15. Sixteen restaurants in Manhattan and Brooklyn located the qualifying rounds of the contest in which participants tested their knowledge of Japanese alcohol by sampling five kinds of shochu and awamori while guessing three randomly chosen brands. The top scores from each restaurant moved on to the finale. After 42 contestants were whittled down to five with three taste tests in the final round, the five finalists sampled 13 different shochu and awamori brands twice and a person who had the most correct answers in guessing, became the Grand Prize winner, garnering \$2,000 and two round-trip tickets to Japan. The contest was be-

come and fulfilled the role as an introductory to shochu's distinct flavor and a discovery of its attraction to the participants including those who were new to shochu and awamori.



only \$140 for 60 mins., will be offered at \$ 85 and the on-accident book, regularly \$175 for 90 mins., will be offered at \$125 until May 31. Antacid treatments are anti-aging, preventing damage from free radicals and DNA to improve skin pigmentation and sagging skin. By looking the antacid facial services, the SkinCordable products used for the facial services will be offered at a 10% discount.

**Location:** 25 W. 44th St.  
**Get:** 301.444.4444, 300.176  
**New York, NY 10036**  
**TEL:** 212.925.7007

#### New! Go!Go!Curry Second Location and Opening Campaign

##### Go!Go!Curry

With the motto "Everything for your greeks, sugar!" Go!Go!Curry has served hearty and energizing curry dishes in their Times Square location since 2007. The long-awaited second location opened on Mar. 15 at the Washington Square Post Stadium near New York University, about two blocks south of Washington Square Park on Thompson Street. For their opening event from Mar. 16-31 a single size curry will be offered at \$5 (Reg. \$2.50).

**Location:** (Washington Square Post Stadium)  
 221 Thompson St., (bet W 3rd St & Bleecker St.)  
**New York, NY 10012**  
**TEL:** 212.985.2113

##### (Ginger Square)

**212 W. 20th St.**  
**New York, NY 10011**  
**TEL:** 212.750.3333  
**Info:** [www.gingersquare-ny.com](http://www.gingersquare-ny.com)



#### New Name and New Location for Japanese Udonette Store

##### BRABBLIS, NY (Formerly Pappa)

The Japanese specialty Udonette store, Pappa, will change its name to BRABBLIS on Apr. 27. They will also open a new Sato location on the same day. As Pappa, they will hold a sale in both Madison and Flushing stores from Apr. 1-21 with items like cosmetics, parties, and nights up to 70% off (some exceptions). The Madison store will close for renovation from Apr. 22-25.

**Location:** (Madison Ave.) 44 Madison Ave., (bet 20th & 28th St.)  
**New York, NY 10017**

**TEL:** 212.579.2553  
**(Madison)** 125 W. 28th Ave. Sato Tel: 212  
**(at Shattuck St/Gowanus East River) Madison, NY 11256**  
**TEL:** 718.233.1343  
**(Sato)** 231 Elizabeth St., (bet Prince & Spring St.)  
**New York, NY 10012**  
**TEL:** 212.445.5279  
**www.pappa.com**

#### 1 Free Treatment Battle Gift

##### Toch Hair Supreme

Toch Hair Supreme creates individual hairstyles through intensive one-on-one consulting, as well as relaxation services such as full body massages. At the salon, a special promotion is being offered from Apr. 1 to Jun. 30. Customers getting Japanese hairdressing service (priced from \$300) will receive one free bottle of Milton Sigillo OR Treatment (equivalent to \$30), the optimal home care treatment for straight hair.

**Location:** 1000 Lexington Ave., Apt 1st, NY 10022  
**TEL:** 212.461.2637  
<http://www.tochsalon.com/>

#### Broadway Location Reopening Opening

##### Bento Sushi

Bento Sushi creates, prepares and distributes delicious and nutritious ready-to-eat foods such as sushi, sandwiches, salads and beef and serve entrees. Bento Sushi commenced business in the New York City area in December 2005, and now operates 2 retail. The location at 173 Broadway, New York has just finished its renovation, and this spring, it will offer new menu items, which are Gyo-

zumi Tempura Shrimp Roll, Seven Spicy California Miso, and Seven Spicy Cucumber Tempura Combi for a limited time.  
**Location:** 173 Broadway (at Grand St.)  
**New York, NY 10007-2401**  
**TEL:** 212.439.4700  
<http://www.bentosushi.com/en>

#### Free Blow Dry with Hair Color Giovanni-Sacchi



Located on the Upper East Side, Giovanni-Sacchi Hair Salon has a stylish and trendy chic and specializes in color, perms, haircuts, and so much more. For the Month of April, Giovanni-Sacchi Hair Salon is offering Chopsticks NY readers a free blow dry (Reg. \$27-40) with any hair coloring (\$45 and up). Please mention Chopsticks NY when making reservations. Valid through Apr. 30.

**Location:** 1444 Lexington Ave., (bet 96th & 97th St.)  
**New York, NY 10017**  
**TEL:** 212.247.2227  
**www.giovannisacchi.com**



## Green Tea Products a Hit at "Japan Week 2012"

### Maeda-En

Maeda En, Japanese tea and specialty sweets company, participated in "Japan Week", an event to promote Japan in areas such as food and tourism held in Grand Central Station from Mar. 1-3. Maeda-En's booth (headquartered in Irvine, California) was crowded with a lot of people tasting and buying the Japanese tea. Maeda-En sampled products such as Matcha Ice Cream, Sweet Iced Green Tea and Matcha, which were quite unknown amongst many visitors, but soon became a popular favorite. The Matcha Ice Cream, an ice cream wrapped with powdered rice, is easy-to-eat with no mess, and this fresh dessert was so popular that when sampling was finished, it sold out immediately. Many visitors were very surprised to learn of Sweet Iced Green Tea, which they found very easy to drink, simple and

delicious. While many people knew about matcha green tea, it was surprising that they didn't know how to make it. In the future, Maeda-En aims to have their products available from east coast to west coast.

**www.maeda-en.com**



[Download from Creative Commons](#)

**Kelly Magazine** [www.kellymagazine.com](http://www.kellymagazine.com)

located on the Lower East Side, ESS Beauty Spa offers a complete range of luxury services to suit your needs. They offer a variety of aesthetic services, including facials, microdermabrasion, permanent makeup, spa treatments, massages, and nail care. ESS Beauty is now presenting a \$26 package offering two types of Spa Combos: a deep-cleansing facial (Fig. 111E) with a free massage, and a facial with a neck-framing treatment (Fig. 1130) with either a free spa massage or tumbler treatment.

Location: 167 Center St.  
 (bet. Canal & Avenue St.)  
 New York, NY 10013  
 TEL: 212-646-6331  
[www.biodemographics.com](http://www.biodemographics.com)

Location: 25 W 23rd St  
 (bet 5th & 6th Ave.) 2 Fl  
 New York, NY 10011  
 Tel: 212-303-0070  
[www.mindgarden.com](http://www.mindgarden.com)



## Special PhotoFest Discount for Chaperkins NY Readers

### Parent Loans

Phoresi Laser has now begun a Photodynamic treatment using Lumecis' brand's IPL, "Quantum" machine. The Photodynamic has multi-use to help eliminate dark spots and scars, acne scars, wrinkles, sagging skin, Rosacea, dilated pores as well as help collagen regeneration. Regularly priced at \$280 for one time, Chopstick MD Readers can get a special one-time trial for \$125 or a package of three treatments for \$450. In addition they offer hair removal, with a three times androgen treatment for \$98 and three times breast size files for \$300.

From Mike the Farmer

## TUM School of Management

Located in the West Village, Y31 Salon features elite stylists and a friendly staff that helps you revive your hair and finish it up in a beautiful style. Pambao Sings, Y31 Salon's owner,



make-up artist, is offering a free regular makeup service (reg. \$50 and up) to five customers per day on Apr. 10 and 22 from 11 am to 7 pm. Also includes free advice to quickly achieve your complexion.

Lectures: 227 W 11th St.  
 (at Greenwich & Washington St.)  
 New York, NY 10014  
 Tel: 212-443-8300  
[www.wiley.com](http://www.wiley.com)

**Special Offer - Foldable Wag-In-Wag with Purchase**  
**MIC HOUSE**

**MIX HOUSE**, the world's leading leather and shoe brand for children, is presenting a special in-store event for Mix 28 through Age 7. During this time, you can realize its uniquely designed foldable bag-in-bag when you spend \$300 or more at MIX HOUSE participating stores (Manhattan, NJ, Florida and Seattle). Offer valid on pre-orders, while supplies last. Color may vary.

**Leather MIX HOUSE @Huntingdale's Mix Street Drive in New York City**

MSD NOISE ©Simmingshall's Regus Shops at Riverside, New Jersey  
MSD NOISE ©Simmingshall's The Avantara Mall in Avventura, Florida  
MSD NOISE Bellevue, Washington  
\*Your view here may differ 20' through 25' at Regus Shops only  
www.msdnoise.com



Coloring Company Reinvests Funds Globally  
Bonds (Formerly PUL Coloring)

from May 2011, BestCo, formerly known as RJR Catering, will plan to start a vendor business incorporating the four phrases: "fast," "compact," "social-commerce" and "blends in Japan." Using these four basic concepts, they plan to provide bento containers that can be recycled completely (made out of paper, etc.) and implement "TABLE FOR 1000" where some of the sales of products will allow 100 vendors will go towards the cost of actual meals in Africa, and lastly showcase Japanese style spirit and hospitality by offering speedy service with a well designed appearance and Point of Purchase advertisement.

For more information, visit  
<http://www.danisco.com>  
 800.399.3944



## Japan Pavilion at the International Boston Seafood Show 2012



North America's largest seafood trade event, held in March at the Eastern Convention & Exhibition Centre, marked the return of the Japan Pavilion since its last appearance in 2010, as well as the one-year anniversary of the earthquake and tsunami in northern Japan. This year's showcase featured the latest selection of sustainable and delicious seafood products from ten of Japan's leading exhibitors across Japan. Highlighting the latest trends in sustainability and healthy eating, Japanese seafood exports to the US have increased 10.2% in dollar value since 2010. Jiji Morimoto, Counselor for the Fisheries Agency of Japan, hopes that this will demonstrate "Japan's resilience and commitment to produce safe, healthy and high-quality seafood to the global marketplace." Discussions on the quality and sustainability of Japanese seafood were led by Chief Sanitary Officer

and presentations on safety issues by representatives from the Ministry of Agriculture, Forestry and Fisheries of Japan and the U.S. Food and Drug Administration were scheduled.

*As the same issues evolved, not surprisingly,*



### Spring Courses Menu and More Open 7 days/Week Wasou

It's time for the season. Wasou has a new spring five-course menu (S45), with the popular Street Fire items *Sassy Ahi*, *Shrimp* and *Toku Dumplings* added, along with *Sauteed Kani*, *Ono Nori Bowl*, *Tuna Nori Bowl* with *Japonese Kim* and a new umami *Sea Octopus* and *Gold/Kanpai Noodle* dish. Enjoy the season of its freshest with locally grown produce, prepared with unique Japanese cooking methods. Wasou is now open 7 days a week.

**Location:** MFE 4th Fl.  
(bet 1st & 2nd Ave.)  
New York, NY 10002  
TEL: 212-277-9709  
[www.wasou-ny.com](http://www.wasou-ny.com)



### Grand Opening Promotion at its Re-location

#### HEARTS NEW YORK

Known for its unsurpassed customer service and the high-end quality techniques, Japanese hair salon HEARTS NEW YORK relocated to Midtown East and has reopened inside Spa-Monster. Celebrating their relocation, they are offering a grand opening promotion. The first 30 customers will receive 50% off all first time services. Also, customers not in the first 30 will receive 20% off. Not combinable with other discounts.

**Location:** 5th Ave/4th  
(bet 3rd & 5th St.)  
New York, NY 10002  
TEL: 212-410-4900  
[www.heartsny.com](http://www.heartsny.com)

### Veteran Hair Stylist Offers \$20 Off to Chopsticks NY Readers

#### Ken Shigenawa

With over 20 years experience in Japan and the U.S., veteran stylist, Ken Shigenawa provides service "from the heart" with solid techniques and a heartfelt personality. He spends as much time and care as necessary to make sure that each customer is completely satisfied; his prices/menues are reasonable (hair cut starting at \$40), and he offers

\$20 off your total. Mention Chopsticks NY when you book your appointment. The offer is valid for new clients only.

**Location:** 251 W. 14th St.  
(bet 7th & 8th Ave.)  
New York, NY 10011  
TEL: 646-234-1236

### 20% Off Discount Coloring Tea

#### SerenityPolea

SerenityPolea is an environmentally responsible boutique importer specializing in organic and all-natural tea products. They are now offering 20% off on Coloring Tea for Chopsticks NY Readers. When you make your online purchase, be sure to enter "CHOPSTICKS" in the comments field when you check out to take advantage of this discount.

**Location:** 73 Madison Ave.  
Midtown, NY 10020  
TEL: 212-342-2711  
[www.serenitypolea.com](http://www.serenitypolea.com)



### 50% Off Massage Package

#### ION Holistic Center

Holistic healing and relaxation spa, ION Holistic Center will offer a 50% discount on their signature massage package during the month of February. The 160 package includes a 1 hour massage and 30 min. herbal steam in this spa specializing in Japanese Shatsu massage. The offer is applicable to first time customers only. Treat yourself by starting off the year calm and relaxed.

**Location:** 327 4th St.  
(bet 3rd & 4th Ave.)  
New York, NY 10007  
TEL: 212-999-3910 / [www.ionnyc.com](http://www.ionnyc.com)



## \$ Deal of the Month \$

# 50% Off

### All Hair Services for Chopsticks NY Readers

#### MASQU SALON NEW YORK

Grand Opening Promotion for new customers mentioning Chopsticks NY during reservation, 50% off all services until Apr. 30. As regular service prices are quite reasonable, using this special promotion, this offer is a great deal. With 10 years in Japan, this popular hair salon will finally open in New York on Apr. 8. Owner, Ken Kashiwagi is a celebrated hair stylist, who has served as a stylist for fashion shows and magazines. All staff members are always up-to-date on the latest hairstyle trends, so customers can get a fashionable hairstyle suited to their individual taste. MASQU SALON NEW YORK is open 14 hours a day, 7 days a week.

\*Open 14/7

Regular hours from 9am to 1pm (appointment recommended)

Special hours from 1pm to 5pm (appointment only)



**MASQU SALON NEW YORK**

**Location:** 4th St. 5th St. (bet 4th & 5th Ave.)  
New York, NY 10002  
TEL: 212-478-8961  
[info.masqu-ny.com](http://info.masqu-ny.com)

## FIRSTS FROM JAPAN—Trade Shows and Events of New Japanese Products and Designs

Before cherry blossoms usher the arrival of spring, the months of February and March were packed full of Japan-related trade shows and big events. Many of them were supported by governmental agencies and they provided New Yorkers great opportunities to be exposed to Japanese products that were relatively unknown but soon-to-be-popular in New York.

On February 10 and 11, **Expo: Sense Shocks NYC 2012—Shocks, the National Spirit of Japan** was held at Madison Square Japanese restaurants, bakery, Sakegutsu, and Pachinko, as well as the culinary event space the Astor Center. During this event, 15 leading action shocho and women producers visited NY and served drinks that have long been enjoyed in Japan yet are quite new to this country. Co-hosted by Japan External Trade Organization (JETRO) and Japan Sales and Shocho-Makers Association, the free tasting events attracted many people who were looking for something new. Concurrently the **Shocks & Spent Taste Contest** also excited every spirit's fire. In the contest, which took place at 16 restaurants and bars in Manhattan and Brooklyn, participants (two blind) tastings of 5 shocho and winners and tried to match them to the correct brands. The grand final round was held at the Kitano-New York on February 15.

On the other side of Manhattan, **LEATHER JAPAN 2012** took place as part of the Mercedes-Benz Fashion Week 2012 in NY. Organized by Japan Leather Goods Development Committee (Representative: KUMI CO. LTD.) leather costumes, in collaboration with fashion designers and leather designers, were presented at Lincoln Center and showcased in a magnificent showroom. Participating fashion designers and brands included HOSOKAWA, YAMAWAKI, famous for Lady DRESSA "hand-knit" high heel shoes, as well as Japanese leading leather brand "gentle", who impressed 500 members of the press and buyers with its craftsmanship at the presentation on the 10th of February. Showcasing excellent quality, **LEATHER JAPAN 2012** exhibited the potential of Japanese leather fashion to the worldwide market.

Another exhibition that showed Japan's craftsmanship and innovative design and artistic sense is **JAPAN NEXT EXHIBITION "Future Tradition WAO"** held from February 10th to 12th. Bringing a collaboration of luxury brands with traditional Japanese handicrafts, the exhibition showcased a fusion of cutting-edge design and technology such as a hexagonal bag designed by Louis Vuitton and made with Wasimo lacquer technique and a bag made in collaboration with FENDI. The event supported all creative

designers, architects, technologists.

The season of food and art made way to food in early March. During the first three days of the month, **Flavors of Japan**, a food and cultural event held in Grand Central Terminal, offered New Yorkers opportunities to taste Japanese foods and enjoy traditional Japanese performances. Shortly after that, the International Restaurants and Foodservice Show at New York was held at the Jacob K. Javits Convention Center from the 4th to the 5th. With a full array of exhibitions, demos and lectures, this annual food trade show for professionals always introduces the newest ideas in the industry. This year, the lectures and demos in the **Japan Pavilion** highlighted career, jewelry, and anime. Following the restaurant show, **Dine Out For Japan Restaurant Week** took place throughout the city in support of Japan's recovery from the earthquake and tsunami disaster in 2011. Over 25 restaurants participated in this event and donated a portion of their sales to the Japan relief fund.

Continuing on to the cherry blossom season, there will be more Japan-related events to come. Don't miss them.

# 2012

# NEW YORK

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① For security purposes, NO firearms allowed. Know your rights and bag checks.

An activity of the Greater New York Automobile Dealers Association

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[www.salonsijin.com](http://www.salonsijin.com)

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**Atlanta**

8554 Peachtree Road Buckhead Meridian  
Atlanta GA 30329

770-437-8810

[www.salonsijinatlanta.com](http://www.salonsijinatlanta.com)

**Shikagawa, Japan**

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Hyogo, Japan 658-0054  
0798-511-0044  
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**MINORI MENAMIDA** Under the guidance of international art director Mark Pease, at Pease & Buckner on New York's 5th Avenue, Minori learned Japanese techniques and devised original haircut styles that are "striking, individualized, and easy to maintain." After introducing the Japanese Straight Perm to the US in 1984, Minori developed his signature, Authentic Straight Perm. Beyond his hair styles that are easy to maintain, he has amassed a following of rising stars. With salons in Japan, New York and Atlanta, and a salon in Shanghai, he was opened just this January in the heart of the Shanghai French Concession. He has customers all over the world.

**No Promises, Just Results**  
**Experience your skin as nature intended**



*2012 Happy Spring Promotion*

**April 9 – May 31**

or while supplies last



*Dr.Ci:Labo is very pleased to introduce "2012 Happy Spring Promotion" from April 9 to May 31, with purchase of \$230 or more on any Dr.Ci:Labo Products, you will receive the Enrich-Lift skincare set!*

**News!** Dr.Ci:Labo's Official direct internet shopping site will start in early April  
Become a member! You can take advantage of our Dr.Ci:Labo Free Sample Starter Kit!



**www.cilabousa.com**

